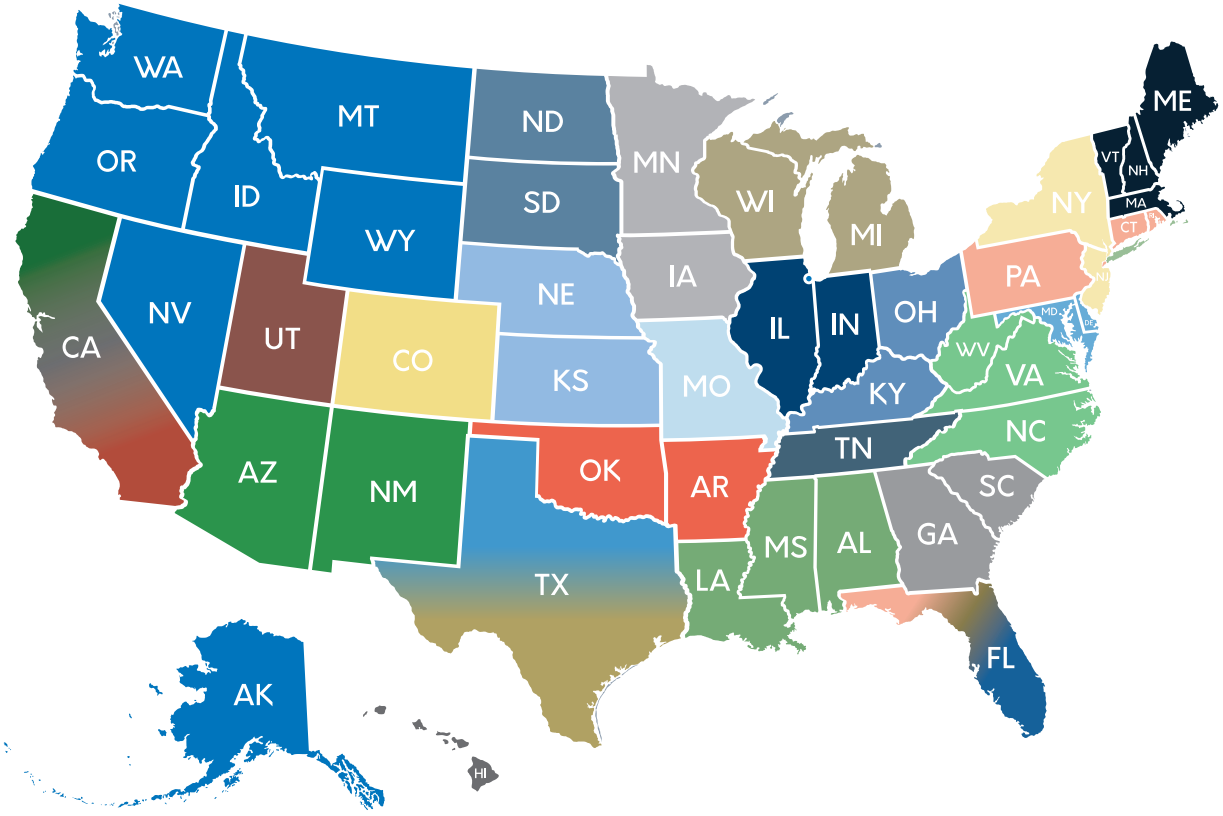
Sales Independent

SIMPLICITY GROUP



	State / Region / Institution	Sales Representative	Email Address	Phone Number
	Alabama	Shelley Balik	shelley.balik@simplicitygroup.com	205.639.4021
		Evan Palmberg (Internal)	evan.palmberg@simplicitygroup.com	952.698.5351
	Alaska	Ryan Lovell	ryan.lovell@simplicitygroup.com	952-698-5356
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342
	Arizona	Patrick Manning	patrick.manning@simplicitygroup.com	480-417-4513
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342
	Arkansas	Hank Kuonen	hank.kuonen@simplicitygroup.com	501-227-6653
		Brian King (Internal)	brian.king@simplicitygroup.com	763-237-5394
	California (North)	William Wright	william.wright@simplicitygroup.com	208.207.8760
		Mark Jones (Internal)	mark.jones@simplicitygroup.com	612.315.1298

©2026 Simplicity Group. All Rights Reserved. For Financial Professional Use Only. Not for Public Distribution. 5483237-0526

Sales Independent

	California (Mid)	Kevin Krause	kevin.krause@simplicitygroup.com	818-221-7717
		Mark Jones (Internal)	mark.jones@simplicitygroup.com	612.315.1298
	California (South)	Lauren Wright	lauren.wright@simplicitygroup.com	949-455-0119 x229
		Mark Jones (Internal)	mark.jones@simplicitygroup.com	612.315.1298
	Colorado	Nathan Medin	nathan.medin@simplicitygroup.com	303-808-5001
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342
	Connecticut	Brian Cruz	brian.cruz@simplicitygroup.com	860-783-8116
		Jeff Otterstein (Internal)	jeff.otterstein@simplicitygroup.com	928-851-4610
	Delaware	Joseph Moore	joseph.moore@simplicitygroup.com	585-203-1206
		Michael Taylor (Internal)	michael.taylor@simplicitygroup.com	928.851.4684
	District of Columbia	Joseph Moore	joseph.moore@simplicitygroup.com	585-203-1206
		Michael Taylor (Internal)	michael.taylor@simplicitygroup.com	928.851.4684
	Florida (Northeast)	Rex Cretella	rex.cretella@simplicitygroup.com	203-915-2227
		Evan Palmberg (Internal)	evan.palmberg@simplicitygroup.com	952.698.5351
	Florida (Northwest)	Eric Larson	eric.larson@simplicitygroup.com	612-315-1611
		Evan Palmberg (Internal)	evan.palmberg@simplicitygroup.com	952.698.5351
	Florida South	Greg Roventini	greg.roventini@simplicitygroup.com	561-847-6673
		Evan Palmberg (Internal)	evan.palmberg@simplicitygroup.com	952.698.5351
	Georgia	Mike Kelly	mike.kelly@simplicitygroup.com	609-238-9391
		Evan Palmberg (Internal)	evan.palmberg@simplicitygroup.com	952.698.5351
	Hawaii	Kevin Krause	kevin.krause@simplicitygroup.com	818-221-7717
		Mark Jones (Internal)	mark.jones@simplicitygroup.com	612.315.1298

©2026 Simplicity Group. All Rights Reserved. For Financial Professional Use Only. Not for Public Distribution. 5483237-0526

Sales Independent

SIMPLICITY GROUP

	Idaho	Ryan Lovell	ryan.lovell@simplicitygroup.com	952-698-5356
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342
	Illinois	Craig Lupella	craig.lupella@simplicitygroup.com	612-315-1394
		Nate Hall (Internal)	nate.hall@simplicitygroup.com	860.734-1620
	Illinois (N Chicago)	Mike Kasula	michael.kasula@simplicitygroup.com	630-869-1651
		Nate Hall (Internal)	nate.hall@simplicitygroup.com	860.734-1620
	Indiana	Craig Lupella	craig.lupella@simplicitygroup.com	612-315-1394
		Nate Hall (Internal)	nate.hall@simplicitygroup.com	860.734-1620
	Iowa	Alan Stockwell	al.stockwell@simplicitygroup.com	515.222.0720
		Eric Scheldt (Internal)	eric.scheldt@simplicitygroup.com	858.461.2726
	Kansas	Brian Toms	brian.toms@simplicitygroup.com	713-585-6957
		Brian King (Internal)	brian.king@simplicitygroup.com	763-237-5394
	Kentucky	Scott Meadows	scott.meadows@simplicitygroup.com	614-312-9030
		Amy Payne (Internal)	amy.payne@simplicitygroup.com	612.444.6955
	Louisiana	Gene Plauche	gene.plauche@simplicitygroup.com	225-933-4621
		Evan Palmberg (Internal)	evan.palmberg@simplicitygroup.com	952.698.5351
	Maine	Guy Ziriak	guy.ziriak@simplicitygroup.com	603-305-1886
		Chris Maraist (Internal)	chris.maraist@simplicitygroup.com	928.851.4594
	Maryland	Joseph Moore	joseph.moore@simplicitygroup.com	585-203-1206
		Michael Taylor (Internal)	michael.taylor@simplicitygroup.com	928.851.4684
	Massachusetts	Guy Ziriak	guy.ziriak@simplicitygroup.com	603-305-1886
		Chris Maraist (Internal)	chris.maraist@simplicitygroup.com	928.851.4594
	Michigan	Mike Minton	mike.minton@simplicitygroup.com	414.902.3974
		Eric Scheldt (Internal)	eric.scheldt@simplicitygroup.com	858.461.2726

©2026 Simplicity Group. All Rights Reserved. For Financial Professional Use Only. Not for Public Distribution. 5483237-0526

Sales Independent

SIMPLICITY GROUP

	Minnesota	Christine Tzanakis	christine.tzanakis@simplicitygroup.com	928-851-4599
		Eric Scheldt (Internal)	eric.scheldt@simplicitygroup.com	858.461.2726
	Mississippi (North)	Shelley Balik	shelley.balik@simplicitygroup.com	205.639.4021
		Evan Palmberg (Internal)	evan.palmberg@simplicitygroup.com	952.698.5351
	Mississippi (South)	Gene Plauche	gene.plauche@simplicitygroup.com	225.933.4621
		Evan Palmberg (Internal)	evan.palmberg@simplicitygroup.com	952.698.5351
	Missouri	Alan Lockhart	alan.lockhart@simplicitygroup.com	515-516-0820
		Brian King (Internal)	brian.king@simplicitygroup.com	763-237-5394
	Montana	Ryan Lovell	ryan.lovell@simplicitygroup.com	952-698-5356
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342
	Nebraska	Brian Toms	brian.toms@simplicitygroup.com	713-585-6957
		Brian King (Internal)	brian.king@simplicitygroup.com	763-237-5394
	Nevada	Ryan Lovell	ryan.lovell@simplicitygroup.com	952-698-5356
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342
	New Hampshire	Guy Ziriak	guy.ziriak@simplicitygroup.com	603-305-1886
		Chris Maraist (Internal)	chris.maraist@simplicitygroup.com	928.851.4594
	New Jersey	Phil Munning & John O'Reilly	phil.munning@simplicitygroup.com, john.oreilly@simplicitygroup.com	856-912-2542 / 914-450-9117
		Chris Maraist (Internal)	chris.maraist@simplicitygroup.com	928.851.4594
	New Mexico	Patrick Manning	patrick.manning@simplicitygroup.com	480-417-4513
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342
	New York (Excludes Long Island)	Phil Munning & John O'Reilly	phil.munning@simplicitygroup.com, john.oreilly@simplicitygroup.com	856-912-2542 / 914-450-9117
		Chris Maraist (Internal)	chris.maraist@simplicitygroup.com	928.851.4594

©2026 Simplicity Group. All Rights Reserved. For Financial Professional Use Only. Not for Public Distribution. 5483237-0526

Sales Independent

	New York (Long Island)	Brian Cruz	brian.cruz@simplicitygroup.com	860-783-8116
		Jeff Otterstein	jeff.otterstein@simplicitygroup.com	928-851-4610
	North Carolina	Rob Yatko	rob.yatko@simplicitygroup.com	704-780-8647
		Michael Taylor (Internal)	michael.taylor@simplicitygroup.com	928.851.4684
	North Dakota	Christine Tzanakis	christine.tzanakis@simplicitygroup.com	928-851-4599
		Eric Scheldt (Internal)	eric.scheldt@simplicitygroup.com	858.461.2726
	Ohio (North)	Jack Nachtrab	jack.nachtrab@simplicitygroup.com	419.473.2323 Ext 238
		Amy Payne (Internal)	amy.payne@simplicitygroup.com	612.444.6955
	Ohio (North)	Chris Wholehan	chris.wholehan@simplicitygroup.com	419.473.2323 Ext 229
		Amy Payne (Internal)	amy.payne@simplicitygroup.com	612.444.6955
	Ohio (South)	Scott Meadows	scott.meadows@simplicitygroup.com	614-312-9030
		Amy Payne (Internal)	amy.payne@simplicitygroup.com	612.444.6955
	Oklahoma	Hank Kuonen	hank.kuonen@simplicitygroup.com	501-227-6653
		Brian King (Internal)	brian.king@simplicitygroup.com	763-237-5394
	Oregon	Ryan Lovell	ryan.lovell@simplicitygroup.com	952-698-5356
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342
	Pennsylvania	Drew Grifo & Steve Ruggieri	drew.grifo@simplicitygroup.com	484-434-8084
		Meagan Sheaffer (Internal)	meagan.sheaffer@simplicitygroup.com	507-821-3855
	Rhode Island	Brian Cruz	brian.cruz@simplicitygroup.com	860-783-8116
		Jeff Otterstein (Internal)	jeff.otterstein@simplicitygroup.com	928.851.4610
	South Carolina	Mike Kelly	mike.kelly@simplicitygroup.com	609-238-9391
		Evan Palmberg (Internal)	evan.palmberg@simplicitygroup.com	952.698.5351

©2026 Simplicity Group. All Rights Reserved. For Financial Professional Use Only. Not for Public Distribution. 5483237-0526

Sales Independent

	South Dakota	Christine Tzanakis	christine.tzanakis@simplicitygroup.com	928-851-4599
		Eric Scheldt (Internal)	eric.scheldt@simplicitygroup.com	858.461.2726
	Tennessee	Diane Covin	diane.covin@simplicitygroup.com	205.710.3683
		Amy Payne (Internal)	amy.payne@simplicitygroup.com	612.444.6955
	Texas (North)	Scott Woodruff	scott.woodruff@simplicitygroup.com	512-788-1402
		Rob Banister (Internal)	robert.banister@simplicitygroup.com	612.268.2591
	Texas (South)	Brad Bennett	brad.bennett@simplicitygroup.com	713-869-3104
		Rob Banister (Internal)	robert.banister@simplicitygroup.com	612.268.2591
	Utah	Eric Stuart	eric.stuart@simplicitygroup.com	801.826.3929
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342
	Vermont	Guy Ziriak	guy.ziriak@simplicitygroup.com	603-305-1886
		Chris Maraist (Internal)	chris.maraist@simplicitygroup.com	928.851.4594
	Virginia	Rob Yatko	rob.yatko@simplicitygroup.com	704-780-8647
		Michael Taylor (Internal)	michael.taylor@simplicitygroup.com	928.851.4684
	Washington	Ryan Lovell	ryan.lovell@simplicitygroup.com	952-698-5356
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342
	West Virginia	Rob Yatko	rob.yatko@simplicitygroup.com	704-780-8647
		Michael Taylor (Internal)	michael.taylor@simplicitygroup.com	928.851.4684
	Wisconsin	Mike Minton	mike.minton@simplicitygroup.com	414.902.3974
		Eric Scheldt (Internal)	eric.scheldt@simplicitygroup.com	858.461.2726
	Wyoming	Ryan Lovell	ryan.lovell@simplicitygroup.com	952-698-5356
		Randy Thompson (Internal)	randy.thompson@simplicitygroup.com	952.698.5342

©2026 Simplicity Group. All Rights Reserved. For Financial Professional Use Only. Not for Public Distribution. 5483237-0526