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## Foresters plans to change its brand name to Foresters Financial

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[\*read more.\*](#)











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Foresters subsidiary First Investors, a New York-based financial services company, kicked off the transition today with a total rebrand to Foresters Financial. Acquired in 2011, First Investors is a financial services company that includes a broker-dealer, a mutual fund company and a life insurance company.

Changing Foresters brand name has been a priority for Tony Garcia since he took the helm in May 2014: "Although we're proud of our heritage, we know that when members of the public see or hear the Foresters name, many wonder what we do. Adding the category descriptor 'Financial' to the Foresters name clearly denotes that we are in the financial sector."

First Investors will start to use the Foresters Financial name and logo immediately and the rest of the organization will start to rebrand in early 2016 with a goal to have key branded assets in Canada, the United States and the United Kingdom converted by the end of 2016. The organization also plans to introduce a dynamic new, integrated website showcasing its full suite of product and service offerings and delivering enhanced functionality for clients, members and sales partners.

For more information, contact Foresters Sales Support Team at 800 267 8777, option 1.

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