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THE 2007 COMMUNITY GUIDE & MEMBERSHIP DIRECTORY



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On the Street to Your Dreams

Advisors Create Amazing Setting from Client's Imaginations

The corner of Ga. Hwy. 92 and Antioch Road in Fayetteville is now, literally, a street of dreams. What was once a fairly dilapidated daycare center has been renovated as the new home of Prime Financial Services.

The insurance and investment company relocated to Fayetteville from Jonesboro, opening their practice in December 2005. The move was facilitated because owners Alfred and Jolene Dingler wanted to work closer to home.

"It was a logical move because we have lived in Fayetteville for 13 years," Alfred says. "We want to grow a client base where we live."

Not only did the Dinglers, along with their partner Karl Thomason, want to provide financial assistance to area residents, they have created a facility that is a visual oasis for everyone to enjoy.

The idea for the interior of their building came from conversations with their clients. Alfred says, "We asked everyone what they would do if they woke up on a



Alfred and Jolene Dingler, partners at Prime Financial Services.

Saturday morning, had some extra money in their pocket and could do anything they wanted with someone they loved. The concepts just grew from there."

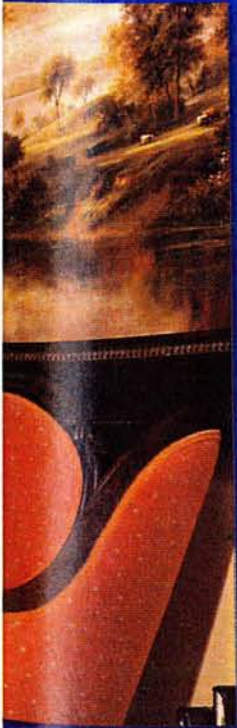
Stepping into the building is like traveling through time. Using items collected from E-Bay over a six-month span, they have recreated a grand hotel lobby in the entrance. After that, visitors travel down the hall, which resembles a main street complete with brickwork and vintage clocks, to various offices, each decorated to a specific turn-of-the-19th-century theme. There's an ice cream parlor, a dollhouse, an outdoor café, a game room and much more.

At the last rough estimate, Alfred says that they have collected more than 1,800 antique or replica pieces for display. As for tying everything together into the stunning layout, Alfred gives all of the credit to his wife. "She has no background or training in decorating," he points out. "She did it all on her own."

Word of the incredible layout is spreading and the Dingers are thrilled, although not just for the notoriety. "Anyone can hang sheetrock or diplomas on walls, but we wanted our building to be different," Dinger affirms. "The themes help our clients actually envision where they can go with the next stages in their lives."

And that theory has held true. One of the Dinger's first clients to walk through the doors of the new location was visiting for a very difficult task. He had just lost his 38-year-old wife and was faced with raising his two daughters alone. He was at a complete loss as to how to move forward.

Alfred took him through the various offices, pointing out that he should start family traditions by regular appointments with the kids to play games, visit the theater or anything else they desired. By the end of the tour, his client could conceptualize Alfred's recommendations, thus helping him to start his own journey down his road to the realization of his personal dreams. ✦



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Fayette County Development Authority

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