



Spotlight on **SMALL BUSINESS**

Welcome To Our New Offices.

1205 Hwy. 92 South (at Antioch Rd.) • Fayetteville, GA 30215



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Stepping Back in Time to... Plan Your Future

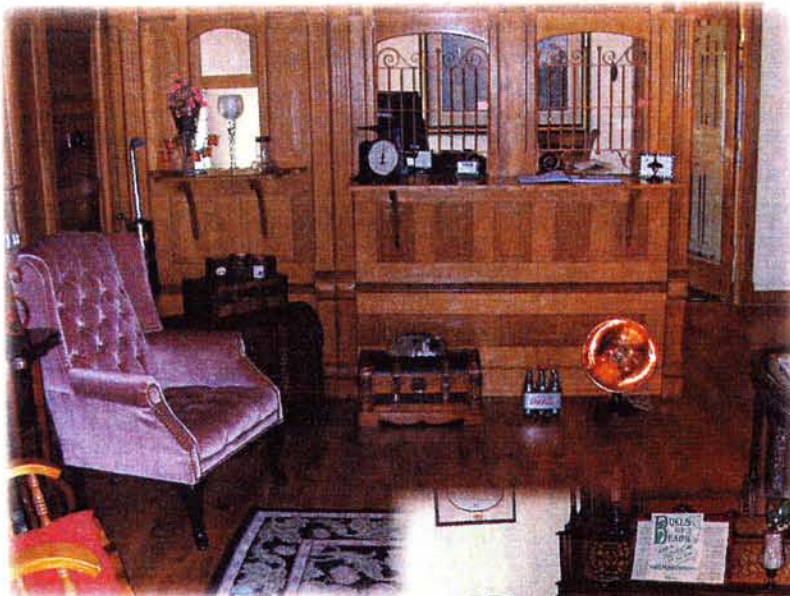
By Kristine Loughman

As president of Prime Financial Services, it is Alfred Dinger's job to think about the worst things that can happen in life. It is his job to think about them because it is his mission to fix them. If you have a car wreck or a house fire, if you are worried about having enough money to send your kids to college or retire on, these are all problems Dinger deals with everyday.

"We work on how to minimize the negative effect of all these problems through insurance and financial planning – preparing for the future," Dinger explains.

Prime Financial offers a full range of insurance and financial planning services, all under one roof in Fayetteville. If you are saving for college or retirement, a long-term plan can be designed to ensure you'll meet all your goals. If you are worried what will happen when a loved one passes away, estate planning can protect your family and make sure they are taken care of in the future. The company offers both personal and commercial insurance, life and health coverage, and a wide array of investment products and services. Prime Financial also makes it possible to come to one office for all your financial planning needs, something that sets them apart from other companies in the country.

"We want people to think beyond today. We want to motivate them to ask how they can have a happy life and how to plan for that life," Dinger says, and he has taken extraordinary measures to inspire his



clients to think of the possibilities the future holds. He has even decorated his entire office around the idea, showing clients the future by taking them back in time.

Stepping into Prime Financial's Fayetteville office is like a visit to a beautifully decorated old-fashioned town, complete with a doll shop, an ice cream parlor and a post office. Each room in the office has a different theme and is exquisitely styled down to the details, all geared to-

wards helping clients dream about the possibilities for their lives.

Why go through all that effort? For Dinger, it is all about forming happy, healthy relationships with his clients, relationships that often last a lifetime. "In this business, you get close to your clients," he says. "We're with them through births and deaths, through good times and bad. People turn to us and trust us to take care of their families when they pass away, and that means a lot to me."

Founded in 1986, Prime Financial Services has grown over the past two decades to serve more than 3000 families and businesses throughout Georgia. They have been named the Best Practices Agency by the Independent Insurance Agents of America nine times, winning each year the

award has been given. The company was also selected as Rough Notes magazine's Agency of the Year from a field of over 40,000 agencies.

Prime Financial Services is located at 1205 Hwy 92 South in Fayetteville. For more information on the insurance and financial services provided, please call 770-471-8888.

— JFC