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**INSURANCE AND FINANCIAL RECRUITING FIRM
OPENS WITH OPTIMISM!**

With historical needs for executive, producer and customer service personnel in the insurance and financial services industries being all but overlooked, BeOptiMystic.Biz, a recruiting and executive search firm, has opened for business!

BeOptiMystic.Biz is “OptiMystic” about the future and motivated to fill a need voiced over and over within the insurance and financial services industries, the need for good personnel and producers. This drive was evidenced by their first search, an executive position at a commercially focused mid-west insurance brokerage, being filled in less than a month from the inception of the search.

This up-and-coming executive, producer and customer service recruiting and placement firm opened just shy of the third year anniversary of its parent company’s inception, Mystic Capital Advisors Group, which was founded to provide mergers & acquisitions and financial consulting to the insurance and financial services sector (www.mysticcapital.com).

“A resounding need echoed by our insurance and financial services clients, is the need for good personnel, especially producers,” says Lorna Gunnensen, founding member of Mystic Capital Advisors Group, and President of Be OptiMystic.Biz. “With the assistance of Mystic Capital’s longstanding ties throughout the nation’s insurance sector, BeOptiMystic.Biz intends to provide a friendly and confidential placement service.”

“We bring to the table a different skill set than the typical search firm,” Dale Schumacher, Director of Recruiting stated. “With Mystic Capital’s transaction knowledge and intimate understanding of the insurance and financial services business models, we understand the

underlying concepts and importance of employment agreements, non-compete clauses, and buy-out clauses and utilize this knowledge to facilitate career moves by insurance executives, producers and customer service providers, while being cognizant of the needs of both the former and prospective employers.”

With over 20 years of recruiting experience among its recruiters, combined with an in-depth knowledge of their targeted marketplace, this new company is poised to fill the desperate recruiting void within the insurance and financial services industries.

The newly formed BeOptiMystic.Biz is servicing a targeted group of clients within the following areas:

- Insurance agencies and brokerage firms;
- Banks;
- Third Party Administrators (TPA's);
- Managing General Agencies (MGA's) and Wholesalers; and
- Insurance Companies.

Candidates we represent, and client positions for which we conduct searches include:

- Executive Positions (i.e. Chief Executive Officer, Chief Operating Officer, Chief Financial Officer or Controller, and Sales Managers);
- Insurance Producers;
- Underwriters; and
- Customer Service Representatives.

BeOptiMystic.Biz currently has recruiting offices in New York and Dallas and may be reached by calling Dale Schumacher, Director of Recruiting, in our New York office at (877) 571-7842 or Lorna Gunnensen, President, in our Dallas office at (972) 875-7913.

For more information on BeOptiMystic.Biz, visit the Company's website at www.beoptimystic.biz.