

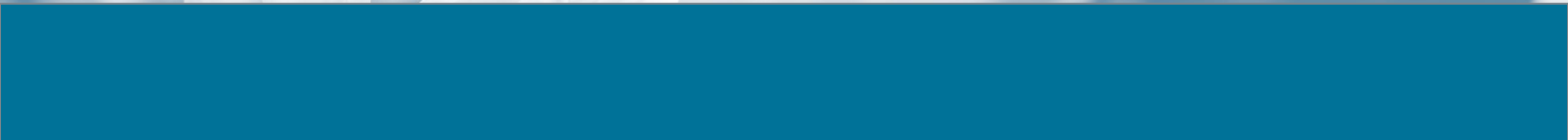
THE

**BENEFITS
ALLIANCE**

 GROUP



Wealth Advisors Inc.



Press Release

For immediate release: April 1, 2021

Contact: Sarah Toth, Executive Assistant, The Benefits Alliance Group Inc., (905) 669-5577 Ext. 225

The Benefits Alliance Group Welcomes Elev8 Wealth Advisors Inc. as its Newest Member.

CONCORD, April 1, 2021

The Benefits Alliance Group is proud to announce that Elev8 Wealth Advisors Inc. has joined as the Alliance's newest Member Firm. Elev8 Wealth Advisors is a financial services company that is committed to delivering fair and transparent guidance that aligns with their clients' objectives. They place their clients first because it's the right thing to do, not because a professional code of conduct or regulation says they should.

After decades in the benefits industry, Shirley Reiter decided it was time to reflect on the business and her vision for the future. After deliberate thought and careful consideration, Shirley made the decision that it was time to raise the bar. Shirley, along with her business partner, Jason Moller, launched Elev8 Wealth Advisors Inc. The vision was to literally elevate the level of service, attention and focus they put on their clients.

"The Benefits Alliance Group works with firms that are leaders in the Canadian market at providing their clients with access to unique and trustworthy services. I am so excited to have Elev8 join us with their years of experience and commitment of supporting employees with their benefits programs. They will be a welcome addition to our alliance," said Mike Macoun, President of The Benefits Alliance Group.

"We are excited to be joining an industry-leading group of like-minded Advisors," said Shirley Reiter, Elev8's Managing Director. "Through collaboration together, it's easier to achieve greatness for our clients."

About Elev8 Wealth Advisors Inc.

Elev8 is a full-service wealth advisory firm. Their core competencies include employee benefits, retirement & investment planning, insurance and estate services. Elev8 sets themselves apart from other firms with their unique process to solving financial problems and protects businesses from the inside out. Their team was assembled to understand the unique and very specific needs of business owners. Their clients feel confident in the approach and can focus on what is truly important to them - their family, friends, business and health. For more information, visit www.elev8wealth.com.

About the Benefits Alliance Group

The Benefits Alliance Group includes 28 independent member firms and more than 200 advisors with over 7,500 clients. We leverage our size and experience to offer our group clients a qualitatively superior experience. We work intimately with our clients to create plans that are innovative and flexible, delivering cost-effective stability for our clients.

For further information, please connect with Sarah or Shirley.

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