

## PRESS RELEASE

For Immediate Release

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### **United Benefit Advisors Welcomes Comprehensive Benefits, Inc. as its Newest Partner Firm**

*Michigan Agency Joins Global Network of Independent Employee Advisory Firms*

Indianapolis, Ind. – June 1, 2016 – United Benefit Advisors (UBA), the nation’s leading independent employee benefits advisory organization, is pleased to welcome new Partner Firm Comprehensive Benefits, Inc. Headquartered in Southfield, Michigan, Comprehensive Benefits, Inc. (CBI) emphasizes high-touch personal service as the key foundation of their business philosophy. With more than 100 years of combined insurance experience and a 98 percent client retention rate, the agency staff provides personalized service with best-in-class products to create a unique client partnership. The focus of their business is the individual needs of each employee benefits client in the small to mid-size market.

The Comprehensive Benefits, Inc. story started in 1989, when Michael Embry Sr. and a business partner established their independent insurance practice in Sterling Heights, Michigan. After building a successful agency, Michael was approached to join a large regional bank to create their employee benefits division. After 18 years under corporate ownership, Michael purchased the employee benefits practice and returned it to private ownership. He re-opened CBI as an independent employee benefits agency in May 2014. In addition to being president of CBI, Michael currently serves as the National Association of Health Underwriters (NAHU) treasurer on the board of trustees.

“Comprehensive Benefits, Inc. has always focused on service as the foundation of our business philosophy,” explains Michael A. Embry Sr., RHU, President, Comprehensive Benefits, Inc. Embry continues, “We are very honored and excited to partner with UBA. Our client commitment, ‘Service is the Key,’ remains unchanged as we continue to provide personalized service for our clients through UBA’s expanded resources.”

As the newest Partner Firm of UBA, Comprehensive Benefits, Inc. joins a network of employee benefits advisory firms that serve employers of all sizes across the United States, Canada, and Europe. As a combined group, UBA’s annual employee benefit revenues rank it among the top five employee benefit advisory organizations in the U.S.

“With near perfect client retention, I’m looking forward to sharing strategies with Comprehensive Benefits, Inc.,” says UBA CEO Les McPhearson. “UBA prides itself on service to others and it’s apparent that Comprehensive Benefits, Inc. believes in this same philosophy.”

#### **About Comprehensive Benefits, Inc.**

Comprehensive Benefits, Inc. (CBI) is a leader in the Marketplace regarding the Patient Protection Affordable Care Act (PPACA) and other client regulatory matters. Through our many trusted alliance partners, we also make available to our clients many other insurance benefits including large group employee benefit planning, life insurance planning, retirement plans, and property and casualty insurance. For more information, visit [www.cbi4benefits.com](http://www.cbi4benefits.com).

#### **About United Benefit Advisors®**

United Benefit Advisors® (UBA) is the nation’s leading independent employee benefits advisory organization with more than 200 offices throughout the United States, Canada and the United Kingdom. UBA empowers more than 2,000 Partners to both maintain their individuality and pool their expertise, insight, and market presence to provide best-in-class services and solutions. Employers, advisors and industry-related organizations interested in obtaining powerful results from the shared wisdom of our Partners should visit [www.UBAbenefits.com](http://www.UBAbenefits.com).

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