



hooker & holcombe

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## **Hooker & Holcombe Announces Completion of Rebrand**

Fresh, new look reflects continued culture of excellence

[West Hartford, Conn., August 5, 2015]—Hooker & Holcombe, a regional leader in employer-based actuarial, retirement, investment advisory and wealth management services, is pleased to announce completion of a new brand initiative that reinforces the total elements of the firm's commitment to its clients.

"For nearly 60 years, Hooker & Holcombe has continuously evolved its service offerings to meet the changing needs of our clients," said Richard S. Sych, president. "During that time, we have built a culture of quality and professionalism. We feel now is the time to enhance our brand to reflect our evolution in a more modern, dynamic message."

The firm first introduced the new look in early spring with the release of updated corporate and promotional materials, with plans for launch of the enhanced website to complete the project.

The key elements at the core of the new brand message are meant to be simple, clean and memorable. Our promise to clients is to outperform, not just perform. This will be accomplished by helping our clients identify their unique opportunities and challenges so they can achieve their goals and exceed their financial and participants' expectations. The three existing company entities will be branded under one name "Hooker & Holcombe." And while none of the products or services will be changing, the firm will create an identity that further positions itself as a premier actuarial, investment and retirement consulting partner that public and private businesses can turn to for all of their retirement needs. Additionally, the wealth management group will continue to deliver customized wealth management solutions to help individuals prepare for retirement.

"The goal was for the new brand to accurately reflect the high level of service excellence and expertise Hooker & Holcombe has consistently provided to its clients, and we feel that goal was accomplished," said Rodger K. Metzger, president and chief investment officer, Hooker & Holcombe Investment Advisors, Inc. "We will continue our tradition of bringing clients effective institutional investment advisory and individual wealth management solutions, delivered with a contemporary look that boasts our inventive thinking."

See the new brand and enhanced website at [hhconsultants.com](http://hhconsultants.com).

**About Hooker & Holcombe**

Hooker & Holcombe, founded in 1956, is a leading regional provider of comprehensive and integrated actuarial, retirement, and institutional and individual investment consulting services. Through the expertise of dedicated and knowledgeable professionals, the company and its affiliates design and implement customized programs based on proven practices and advanced technology that exceed client expectations. For more, see [hhconsultants.com](http://hhconsultants.com).