



A LETTER FROM THE CEO



RAYMOND C. NASH
CEO & Principal

January 2017

What's in a Name?

New year. Big change. For over a year now, we've been hard at work behind the scenes, undergoing a complete brand overhaul to refine our practice. It has been like shaking a snow globe upside down, turning it right-side up, and watching the snowflakes swirl about. Chaos at first, but then the snowflakes start to come together, and everything seems to fall in just the right place.

As we started our branding homework, we quickly figured out that our message was getting lost in a sea of Cornerstones. Thousands of companies across a myriad of disciplines in Ohio alone have Cornerstone in their name. That's a lot of noise and confusion. We realized that if we wanted our unique point of view to be heard, we needed a new name.

So what to re-name the firm? We wanted the new name to reflect our core values. To speak to what we do for our clients and their trusted advisors. We wanted a name that meant something to us and you, and we wanted it to separate us from the rest.

That's why we selected Heirmark. It succinctly represents what we do every day for our clients and their advisors. We help families and business owners acquire life insurance and earmark assets and business interests for their intended beneficiaries; their heirs.

Looking through the Heirmark lens, our evolution started. A new name lead to a new everything...new logo, website and even a new address. We can't wait to share our new identity with you.

Looking Forward,

Raymond

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OUR PHILOSOPHY

We know trust isn't easy to gain and it is all too easy to lose. That's why we work hard to earn it and even harder to keep it.

Unlike other financial assets, the cost of an insurance policy depends on health. While most insurance advisors apply directly to only one insurance company and obtain a single offer, we cast a wide net into the insurance marketplace, reeling in dozens of underwriting offers to secure the best product and price.

The placement of a life insurance policy marks the beginning, not the end of our client relationships.

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