



PRESS RELEASE

DAVID AKARD III JOINS INVESTORS HERITAGE AS PRENEED REGIONAL DIRECTOR

FRANKFORT, KY – JUNE 3, 2019 – Investors Heritage is pleased to welcome David W. Akard III to the family as our newest Preneed Regional Manager. Akard is a fourth-generation Funeral Director and Embalmer who has more than two decades of combined experience in the funeral and insurance industries. Akard received his Bachelors Degree from the University of Tennessee and his Mortuary Science degree from John A. Gupton College.

“We are excited for David to join our preneed team,” said Garth Waterfield, VP of Sales and Distribution. “The funeral business is unique, and as a licensed funeral director and embalmer, he has valuable experience and knowledge. Investors Heritage is focused on working hard to make preneed easy for the funeral director. David’s background is ideal for success in this position.”



David has held management and preneed sales positions with SCI and Signature Funeral Services.

From 1996 through 2009, David worked with funeral service providers and suppliers throughout the Tennessee and Kentucky region. In the years following, David worked as a sales executive for Kerr-Boswell Insurance and Wells Fargo Insurance and is a licensed insurance agent in Tennessee.

Since 2014, David has worked for Matthews Aurora Funeral Solutions, where he helped introduce new products and set standards for client prospecting and retention. For the last five years, he has overseen a territory that included Tennessee, Virginia, and Kentucky. He has also served as the Kentucky Funeral Supply Sales Club President.

“With the everchanging landscape of the funeral industry, I am excited about the opportunity to continue cultivating my relationships with funeral homes while now working with Investors Heritage,” Akard said. “I believe that Investors Heritage is poised to help funeral homes adapt and excel in the current and future business climate.”



Akard will be taking over the territory previously managed by Lige Cox. Cox will be retiring in August after 42 years of service with Investors Heritage. In the interim, he will work with Akard to orient him to the area and ensure a smooth transition for our clients.

“At Investors Heritage, we’ve built our preneed market on a reputation of first-class service and products,” said Jay Slatton, Director of Preneed Development. “David has a proven record of customer service and a deep knowledge of the industry. I look forward to working with David and seeing our business grow in his territory.”

David currently lives in Bristol, TN with his wife Rae and three children. He is an East District Representative of the Tennessee Funeral Supply Sales Club and member of the local Rotary Club.

ABOUT INVESTORS HERITAGE

Investors Heritage Life Insurance Company offers its policyholders a wide range of insurance solutions backed by a track record of exceptional service. The company was founded in 1960 and is headquartered in Frankfort, Kentucky, with a rich and growing tradition of providing tools to help people build and manage their legacies as a leader in preneed and final expense policies, and through its new retirement and wealth management offerings. For more information, please visit investorsheritage.com.

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