

Increase profitability. Reduce headaches.

Apex empowers financial entrepreneurs with the growth strategies, access to top carriers, and responsive, hands-on service to help you do more business, more efficiently.

Who We Are

Apex Financial Wholesalers, LLC is a small independent marketing organization with big ideas about how to increase profitability and grow your business.

Apex was founded by industry veterans Jim McClelland and Kevin Bentz. They've teamed up to provide entrepreneurial advisors with greater flexibility, exceptional service, access to preferred carriers and growth strategies.

Why Choose Us



Access to top carriers

Leverage our relationships with top carriers and get access to more top products and solutions.



Responsive service

Our experienced internal support team will run interference for you on service issues, reducing headaches and freeing up more time.



Flexible business model

We support your independence with a flexible model that empowers you to grow your own business.

How We Help

Growth strategies

- Grow your client base
- Grow your ability to deliver effective plans and solutions
- Grow your independent firm or practice

Preferred Partners

- Global Atlantic
- Sagicor Life
- American Equity
- Athene
- F&G

Helpful Guidance

- Registering an LLC
- E & O Coverage
- State licensing requirements

Call us today, or set a time that's good for you.



Jim McClelland



Kevin Bentz





