

“CUSTOMER FIRST” Service Program from Annuity Transfers, Ltd.

Annuity Transfers, Ltd., a leader in the structured settlement purchasing industry, is excited to announce a new customer service program aimed at assisting potential sellers of structured settlement payment streams.

(PRWEB) June 29, 2006 – Do you know what a structured settlement is? More importantly, do you know that a structured settlement, featuring future payments, has value today? Unless you have a structured settlement, the answer to both questions is almost certainly NO. But, if you are scheduled to receive future payments via a structured settlement, you should be answering YES – loud and clear!

Annuity Transfers, Ltd., financial services company located in Texas, thinks you should know more about your structured settlement. A new program, **“Customer First,”** is aimed at educating structured settlement payees. As a buyer of future settlement payments, and a company hard-wired toward excellent customer service, Annuity Transfers feels strongly that a little education goes a long way. Annuity Transfers’ new program encourages structured settlement recipients to call a company manager and discuss issues related to structured settlements generally. Annuity Transfers Managing Partner Bob Thompson and Business Development Manager Shannon Harvey are ready to discuss the law as it relates to a settlement, the financial calculations required to gauge a settlement’s value, and the process associated with selling future payments. The goal of **“Customer First”** is to separate the high pressure, price-oriented tactics of the typical settlement purchaser from the customer’s need to know the facts.

“It is time that the customer in our business be allowed to feel like a customer, not someone to be dictated to or led around through a confusing financial maze,” says Thompson. “Any good customer relationship should start with education and lead to price, such that the customer is comfortable with the value of his or her asset. The **‘Customer First’** program is our pledge to treat people fairly, with respect. The customer should know, whether or not we get their business, how to assess the value of their payments.”

“Customer First” is aimed at making the ultimate transaction more transparent. Since structured settlement transfers are governed by the law and must be approved by a court, the seller should also understand the required legal process. Without some level of familiarization provided by someone other than a brand new telemarketer, the seller cannot evaluate whether the purchasing company has the knowledge or attention level required to obtain court approval. An initial discussion with a company manager should provide the required knowledge. Sellers may very well determine that selling payments, based on their particular amounts and due dates, is a bad deal. **“Customer First”** provides a safety net that protects against a bad financial decision.

The Annuity Transfers, Ltd. management team is prepared to answer questions, and provide the information necessary to make an informed selling decision, whether or not it is a good time to sell. They can be reached on 888-638-0900 or via the Annuity Transfers website at www.annuitytransfers.com. Callers should reference the **“Customer First”** service program.

*Bob Thompson, Managing Partner
Annuity Transfers, Ltd.
Phone: 888-638-0900
Fax: 888-622-2213
E-mail: bob@annuitytransfers.com*