

GOOD NEWS NETWORK

OFFICIAL NEWSLETTER FROM GFI

from Eric & Sandra Olson,
CEO & Founder

[WATCH THE VIDEO](#)

LETTER FROM THE PRESIDENT

2024 will be remembered as the beginning of the greatest agent transfer in the history of the Insurance and Financial Services Industry.

Eric Olson's commitment to creating the greatest organization for an agent to create a business, founded in the fulfillment formula, is unlike anything that has ever existed.

We sincerely thank every agent and leader at GFI, we hope you feel a part of our family and appreciate all you do to represent our shared brand.

Go for it!



Marty Schafer
GFI President

 @mcschafer09

IMPACT LEADERSHIP CONFERENCE

Thank you for celebrating our 2024 Impact Conference with us in beautiful Monterey, California! We were thrilled to host over 2,000 agents from across the country.

We want to hear from **YOU**! Tell us about your experience at the 2024 Impact Conference, by completing the survey below!

TAKE THE SURVEY



"If you don't think money is important, you have never given it away."

"Money is not about accumulation, it's about transformation.

Charitable giving isn't just a transaction, it's a declaration of belief in humanity. It says, I see you. I value you. And I want to make a difference in your life."

Sandra Olson, GFI Founder

CHARITIES SUPPORTED IN 2024



Little Wishes™

LITTLE
WISHES.ORG



DARRYL & LILLIE
TOUCH NON-PROFIT
ORGANIZATION



OPERATION UNDERGROUND
RAILROAD

OPERATION
UNDERGROUND
RAILROAD



Mbu Development and Cultural Association

MBU DEVELOPMENT
CULTURAL
ASSOCIATION



CHRISTIAN WORSHIP
CENTER

introducing...



GFI CANADA

In partnership with Carte Financial Group

&



GFI INTERNATIONAL

*In partnership with BMI Internacional
& Pan-American Life*

NEW CANADA PARTNERS



Kirk Purai, President
at Carte Risk, the MGA



NEW U.S. CARRIER PARTNERS

Take a look at the new companies we have added to the GFI platform:



Executive Level Promotions



EXECUTIVE VICE CHAIRMAN

MATT & ALLEY WELSH

SENIOR VICE CHAIRMAN

MARIO & LISA BAYONA



SENIOR EXECUTIVE VICE PRESIDENT

KAITLYN COFIELD

EXECUTIVE VICE PRESIDENT

YARIV & MARGO AZOULAY



SENIOR VICE PRESIDENT (SVP) PROMOTIONS



LELAND & WAZHMA
RUBIN



NATE & PRECIOUS
IRETON



ERIC & MARYJANE
CARTER

NATIONAL VICE PRESIDENT (NVP) PROMOTIONS



RANDOLPH &
CHRISTINE CANTADA



DANIEL & SUMCHI
FARIAS



RANDY
SICAİROS



MIKE & HELAINA
BETANCOURTH



PAUL & MIRIAM
IRETON



TAVARUS & MIMI
DOVE



SIDNEY & GENA
MATOS



MARYSOL GUIZAR &
ALFREDO GARCIA



PAUL & GABIE
HART



ELIJAH & CRYSTAL
COX



LEVI & ISA
MBONI



ANTHONY & LAURA
RESENDEZ



MICHAEL & ROCHELLE
CHERNIAWSKI



JOHNNY & EREN
SEPULVEDA



JEFF & MICHELLE
BROOKSHIRE



COMFORT TAYLOR &
MELINDA BLUE-TAYLOR



MARCEL & ISA
MACIAS

*are you
next?*

\$3 MILLION DOLLAR RING EARNERS

MATT & ALLEY WELSH



Get to know Matt & Alley

With a Decade of experience in the financial industry, Matthew & Alley Welsh are the Field Chairman of GFI. For them, GFI isn't just something they do, but their passion and their sport. They are dedicated to serving families, and helping all GFI agents improve their skillset, their mindset, and become better in every area of their life. Not only are they committed business leaders, but committed parents to their two beautiful daughters Brave and Haven Welsh.



@matthewwelsh

\$2 MILLION DOLLAR RING EARNERS

MARIO & LISA BAYONA



Get to know Mario & Lisa

With a combined 30+ years in the industry, Mario and Lisa Bayona have built a remarkable agency that spans throughout North America and touching almost every state in the U.S.

Mario and Lisa are both followers of Christ and enjoy traveling the world, creating new memories with their daughter, and giving new experiences to their teammates.

Although they have about 1,600 licensed agents on their team, they are on a continuous search to grow their agency so they can continue to impact lives for the better and fulfill their dream of changing the face of the financial industry.



@therealmariobayona
@lmsbay

\$1 MILLION DOLLAR RING EARNERS

PAUL & MIRIAM IRETON



Get to know Paul & Miriam

Paul and Miriam Ireton are entrepreneurs, leaders, and mentors with over 20 years of experience in the financial services industry. Together, alongside their amazing team, they have built a thriving business that spans across all 50 U.S. states, Canada, and Mexico, impacting thousands of lives. In just 10 months in Gfi they have crossed over \$1.4 million in income, but more importantly their team has achieved several milestones as a result of transitioning to GFI. The best is yet to come!



@miriamireton
@paulireton

\$1 MILLION DOLLAR RING EARNERS

YARIV & MARGO AZOULAY



Get to know Yariv & Margo

Yariv and Margo have been in the business for 10 years. Margo's previous career was an esthetician and Yariv was in the mortgage industry. They have two boys, Leo, 12 and Clay, 3. They love to travel and enjoy spending time at their Lake Havasu house with the boys. They have quadrupled their income since joining GF.



@margoazoulay_

\$1 MILLION DOLLAR RING EARNERS

NATHAN & PRECIOUS IRETON



Get to know Nathan & Precious

Nathan and Precious Ireton are a dedicated couple with over two decades of experience in the financial industry. Passionate about helping their team achieve success and guiding clients toward financial independence, they have built a reputation for integrity and excellence. Married with two daughters, Nathan and Precious are deeply committed to the principles of the 5F's of GFI—fulfilling faith, family, finance, fitness, and fun. Their shared values drive both their personal and professional lives, as they aim to inspire and empower others to reach their fullest potential.



@preciousmireton
@nateireton

\$1 MILLION DOLLAR RING EARNER

KAITLYN COFIELD



Get to know Kaitlyn


Kaitlyn Cofield is a Northern California-based Senior Executive Vice President (SEVP) with GFI, a distinguished financial firm. With over 500 licensed agents under her leadership, Kaitlyn's innovative approach has positioned her team to serve clients across all 50 states, and several countries which includes Puerto Rico, and Canada.

As one of the top female professionals in her division, Kaitlyn is dedicated to helping individuals and families achieve financial security. Her expertise extends beyond client services, as she also mentors entrepreneurs in building successful businesses within the financial industry.

Kaitlyn and her husband, DaJuan, are a dynamic business duo with over 20 years of combined experience in the financial sector. Together, they have recruited thousands of agents, promoted numerous brokers, and guided countless six-figure earners. Their leadership has also propelled multiple seven-figure businesses within their agency—a testament to their passion for empowering others and fostering success stories.

Kaitlyn's contributions to the financial industry have made her a sought-after leader and mentor, and her work continues to inspire those aiming for excellence in their personal and professional lives.

Kaitlyn is a wife, mother, dog mom and enjoys serving in her community, traveling the world and has a passion for hikes in nature and exercise.

 @Kaitlyn_jane_

\$1 MILLION DOLLAR RING EARNERS

LEVI & ISA MBONI



Get to know Levi & Isa

Levi Mboni Executive Chairman, GFI Levi is a visionary entrepreneur and financial leader who has built a thriving agency with over 6,000 licensed financial professionals. A native of Cameroon, Africa, Levi's journey is defined by a commitment to transforming lives through financial independence. With a goal of mentoring, training, and developing 50 millionaires by 2030, Levi's impact is both far-reaching and deeply personal. He is a student of a simply fulfillment formula : The 5F's (Faith, Family, Finances, Fitness & Fun) His crusade centers on providing living benefits through life insurance, ensuring families are protected and financially secure. Before entering the financial industry, Levi served as a hospice nurse, where his deep care for people and attention to detail laid the foundation for his success in business. He seamlessly transferred these qualities into the financial sector, creating one of the most significant movements in the life insurance industry. Levi's leadership has helped over 10 individuals surpass \$1 million in income, and his personal success story is equally inspiring. He became a millionaire in his early 50s and a multi-millionaire by his mid-50s. Levi remains steadfast in his mission to help others achieve financial independence and security.



@levimboni

RING EARNERS, \$750K



PAUL & GABIE HART



RANDY SICAIROS



TAVARUS & MIMI DOVE



LELAND & WAZHMA
RUBIN



DR. AMAN ALZUBIER &
DAVID GUZMAN



ERIC & MARYJANE
CARTER

RING EARNERS, \$500K



ELIJAH & CRYSTAL
COX



ROBERTO & ALICIA
CAMACHO



COMFORT TAYLOR &
MELINDA BLUE-TAYLOR



JEFF & MICHELLE
BROOKSHIRE

Announcing...

ST. THOMAS TRIP QUALIFIERS

Elite Winners



MATTHEW & ALLEY
WELSH



MARIO & LISA
BAYONA



PAUL & MIRIAM
IRETON



LEVI & ISA
MBONI



NATE & PRECIOUS
IRETON



KAITLYN
COFIELD



YARIV & MARGO
AZOULAY



LELAND & WAZHMA
RUBIN



RANDY
SICAİROS



PAUL & GABIE
HART

Eric & Maryjane Carter
Matthew & Arijana Schloss
Anthony & Monica Franco-Rodriguez
Jeff & Michelle Brookshire
Tavarus & Mimi Dove
Mike & Helaina Betancourth
Michael & Rochelle Cherniawski
Marcel & Isa Macias
Carlos & Yvonne Anzures
Sidney & Gena Matos
Roberto & Alicia Camacho
Maria Puche & Prince Zeeshan Ali
Dr. Aman Alzubier & David Guzman
Austin & Elizabeth Harwood
Marysol Guizar & Alfredo Garcia
Sean & Diana Young
Josh & Christina Williamson
Randolph & Christine Cantada
Rahim & Laila Esmail
Anthony & Laura Resendez
Mike & Joanne Austria
Charles & Catherine Kinuthia
Evan & Lizzy Janas
Florio & Loralí Mazares
Jesse & Cindy Gutierrez
Christian Paronable & Lorraine
Emperor

Chris Nott
Dariusz & Saida Walczak
Johnny & Eren Sepulveda
Robert & Erica Chan
Daniel & Sumchi Farias
Megan Armas
Lulu & Mike Van Buskirk
Tyler & Celina Glennon
Alex & Raquel Guevara Velasco
Earvin & Maya Brasher
Cheyenne Banks-diaz
Tess Kram
Kevin & Melissa Gonzalez
Sean & Megan Jantz
Kenneth & Sherry Carthan
Bob Mann
Marco & Cristina Soto
Elli Kim
Serge Rino Fankam Ngounou Pani
Joey Principato & Jennifer Guinto
Andre Scroggie
Charlie & Paquita Wright
Ivan Castellanos Molina
Charles & Anethia Powell
Jon & Britain Hart
Mike & Trish Dombrowski
Jessica & Rebeca Camargo

Colby Dirickson
Brian & Marlen Ayala
Gabriel & Arlene Mendoza
Aubrey Martinez
Mark & Marilou Averbek
Terry & Jody King
Monina Tolentino
Joe & Esperanza Morales
Torin Duffin
David Thielk
Carl & Karla Phillips
Jeffrey Erickson
Cole & Monica Mathews
Gordon Keck
Lanita Grove
Sammy Franco
Bryan & Katelynn Vandemoere
Dontre Manual
Evan Schlang
Jessica Simmons & Calvin Nelson
Richard & Sherley Ernst
Robert & Monica Morales
Nadia Teleguz
Michael Carver
Andrew Timbal
Seale Mosle

ST. THOMAS QUALIFIERS BY CATEGORY

TOP 5 SUPER TEAM

1. Matthew & Alley Welsh
2. Mario & Lisa Bayona
3. Paul & Gabie Hart
4. Paul & Miriam Ireton
5. Yariv & Margo Azoulay

TOP SUPER BASE

1. Kaitlyn Cofield
2. Levi & Isa Mboni
3. Nate & Precious Ireton
4. Leland & Wazhma Rubin
5. Eric & Maryjane Carter
6. Matthew & Arijana Schloss
7. Anthony & Monica Franco-Rodriguez
8. Jeff & Michelle Brookshire
9. Tavarus & Mimi Dove
10. Mike & Helaina Betancourth
11. Michael & Rochelle Cherniawski
12. Marcel & Isa Macias
13. Carlos & Yvonne Anzures
14. Sidney & Gena Matos

TOP BASESHOPS

1. Roberto & Alicia Camacho
2. Maria Puche & Prince Zeeshan Ali
3. Dr. Aman Alzubier & David Guzman
4. Austin & Elizabeth Harwood
5. Marysol Guizar & Alfredo Garcia
6. Sean & Diana Young
7. Josh & Christina Williamson
8. Randolph & Christine Cantada
9. Rahim & Laila Esmail
10. Anthony & Laura Resendez
11. Mike & Joanne Austria
12. Charles & Catherine Kinuthia
13. Evan & Lizzy Janas
14. Florio & Lorali Mazares
15. Jesse & Cindy Gutierrez
16. Christian Paronable & Lorraine Emperador
17. Chris Nott
18. Dariusz & Saida Walczak
19. Johnny & Eren Sepulveda
20. Robert & Erica Chan
21. Daniel & Sumchi Farias
22. Megan Armas
23. Lulu & Mike Van Buskirk
24. Tyler & Celina Glennon
25. Alex & Raquel Guevara Velasco
26. Earvin & Maya Brasher
27. Cheyenne Banks-diaz
28. Tess Kram
29. Kevin & Melissa Gonzalez
30. Sean & Megan Jantz
31. Kenneth & Sherry Carthan
32. Bob Mann
33. Marco & Cristina Soto
34. Elli Kim
35. Serge Rino Fankam Ngounou Pani
36. Joey Principato & Jennifer Guinto
37. Andre Scroggie
38. Charlie & Paquita Wright
39. Ivan Castellanos Molina
40. Charles & Anethia Powell
41. Jon & Britain Hart
42. Mike & Trish Dombrowski
43. Jessica & Rebeca Camargo
44. Colby Dirickson
45. Brian & Marlen Ayala
46. Gabriel & Arlene Mendoza

ST. THOMAS QUALIFIERS BY CATEGORY

TOP 10 PERSONAL CASH FLOW

1. Matthew & Alley Welsh
2. Mario & Lisa Bayona
3. Paul & Miriam Ireton
4. Levi & Isa Mboni
5. Nate & Precious Ireton
6. Kaitlyn Cofield
7. Yariv & Margo Azoulay
8. Leland & Wazhma Rubin
9. Randy Sicairos
10. Paul & Gabie Hart

TOP 5 PERSONAL POINTS

1. Aubrey Martinez
2. Mark & Marilou Averbeck
3. Terry & Jody King
4. Monina Tolentino
5. Joe & Esperanza Morales

TOP NON-EMD'S

1. Torin Duffin
2. David Thielk
3. Carl & Karla Phillips
4. Jeffrey Erickson
5. Cole & Monica Mathews
6. Gordon Keck
7. Lanita Grove
8. Sammy Franco
9. Bryan & Katelynn Vandemoere
10. Dontre Manual
11. Evan Schlang
12. Jessica Simmons & Calvin Nelson
13. Richard & Sherley Ernst
14. Robert & Monica Morales
15. Nadia Teleguz
16. Michael Carver
17. Andrew Timbal
18. Seale Mosle

A WORD FROM OUR AGENCY CHAIRMAN

Thank you all! What a record shattering year 2024 has been! Quarter 4 of 2024 brought GFI three tremendous blessings.

- 1. **President Marty Schafer.** Marty has such *phenomenal trust*, with every executive in the financial services industry. His top two concerns are my top two; compliance and protecting the GFI brand, which happens to be his expertise!
- 2. Marty immediately hired **Joe Justice.** Joe was the C.O.O. and headed up compliance for Merrill Lynch’s insurance division for over 20 years. We can all sleep better, knowing that Joe will be protecting all of us.
- 3. **Miranda Canady** was hired to head up our social media. She has been a Godsend, as I was walking behind the stage in Monterey, she was constantly helping out everybody. She’s going to help all of us leverage our social media to increase our recruiting numbers and to increase our production numbers.



Greg Kapp
Agency Chairman

NEW EXECUTIVE STAFF

Our team is growing! Meet the newest additions to our corporate Global Financial Impact family! Meet Joe Justice, Director of Finance & Compliance, previously at Merrill Lynch. Meet Miranda Canady, Director of Marketing, previously at Equis Financial.



JOE JUSTICE
DIRECTOR OF FINANCE
& COMPLIANCE



MIRANDA CANADY
DIRECTOR OF
MARKETING

GFI 40 CITY TOUR

Coming to a city near you!

The GFI 40 City Tour continues in 2025! We are kicking off the new year with visits to Toronto, Canada and Orlando, Florida in January!
Will **YOU** be joining us?



TORONTO, CANADA

TUESDAY, JANUARY 14TH

6:00 PM EST | DREAMS CONVENTION CENTER



ORLANDO, FLORIDA

SATURDAY, JANUARY 25TH

10:00 AM EST | ALOFT ORLANDO LAKE NONA

ONLINE EVENTS

GFI University:

Next Level Academy
Saturday, January 18th
8am to 12 noon
PST

GFI University:

Agency Owner Academy
Saturday, January 18th
8am to 12 noon
PST

GFI Operations Summit:

Saturday, January 18th
1pm to 5pm
PST

FOLLOW US ONLINE

Stay up-to-date with the latest happenings at GFI by following us online! Don't forget to like, share & subscribe!

@gficonnect
@ericjamesolson



NEW DIVISIONS & RESOURCES AT GFI

GFI has launched a new tech platform to become an **official** fintech company! Our services are growing. See what else we have added this month...



TECH PLATFORM



ADVANCED PLANNING DIVISION



FINAL EXPENSE DIVISION



ONBOARDING TRAINING



CLIENT LEADS PLATFORM

GFI AGENCY MANAGEMENT SYSTEM UPDATES

- **Chargebacks** - See all chargebacks per cycle in 1 report, at the click of a link.
- **Recruits** - Welcome your recruits right away with the addition of their phone number on the report.
- **Licensed Agents** - Easily track by generation and time frame with phone number so you can congratulate them!
- **Net license** - Tracker by generation and time frame and phone number now available on report to call them.
- **Filtering** - Enhanced to view reports by all contract levels.
- **Persistency** - Able to drill in and see policies advanced and charged back.
- **E&O Checker** - New tool to manage the status of GFI E&O.
- **Cashflow** - Report to show cashflow per cycle.
- **Downline Cashflow** - View downline cashflow, which was previously unavailable.
- **Override Cashflow** - View override cashflow from downline.

Do you have **great ideas** for our next newsletter?
We want to hear! Send your ideas here!

