



Q4

WEB SYSTEMS

Test1

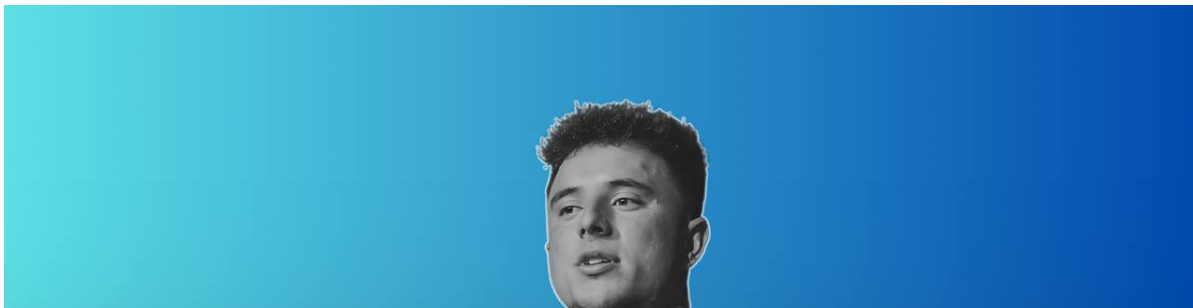


NEWS RELEASE

Jay Maska: Redefining Financial Security and the Future of Generational Wealth

2025-04-17

CEO of Nonstop Financial leads one of the fastest-growing Insurtech companies in the U.S.



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MOMENT

Test2

TAMPA, Fla., April 17, 2025 (GLOBE NEWSWIRE) -- In the traditionally conservative landscape of financial services, disruption isn't just advantageous, it's essential. **Jay Maska**, CEO of Nonstop Financial, deeply understands this imperative. Under his leadership, **Nonstop Financial** is swiftly reshaping the \$1.1 trillion life insurance and annuities market by transforming what was historically viewed as a protective measure into an active, accessible pathway toward sustainable, generational wealth.

Maska's innovative approach centers around leveraging technology and enhancing financial literacy to democratize financial services. "We're modernizing financial services by making life insurance and wealth-building solutions more accessible, efficient, and scalable," he explains. This strategic vision is not merely conceptual—Nonstop Financial has already translated it into measurable results through its cutting-edge plug-and-play sales systems and advanced CRM technology.

By personalizing client interactions and streamlining underwriting through sophisticated data analytics, Insurance Elevated has significantly accelerated client acquisition rates and improved retention, enabling agents to serve a broader demographic more efficiently. Nonstop Financial specifically targets underserved sectors, including young professionals and middle-income families, groups frequently overlooked by traditional financial institutions. This targeted strategy has already demonstrated notable market penetration, positioning Nonstop Financial to claim substantial market share from slower-moving, legacy competitors.

Yet, despite clear opportunities, barriers persist in public perception, largely due to misinformation and lack of clarity surrounding life insurance. "People tend to view life insurance as an expense rather than an investment vehicle," notes Maska. He addresses these misconceptions by positioning education and transparency at the forefront of Nonstop Financial's mission. Through proactive financial literacy initiatives, Maska aims to shift consumer perceptions from seeing insurance solely as risk management to recognizing it as an essential component of wealth creation. This educational approach has already driven significant increases in policyholder

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as understand and utilize life insurance within their financial

the understanding of the broader industry transformation
"responding to everyday consumer needs," he observes. Driven

by digital solutions and increasing financial awareness among consumers, financial services are becoming democratized at a rapid pace a shift legacy institutions have historically struggled to embrace. Nonstop Financial is perfectly positioned at this intersection of consumer empowerment and technological innovation, with a scalable model designed for substantial growth.

From an investor perspective, Nonstop Financial presents a compelling opportunity due to its unique market positioning, advanced technology infrastructure, and clear competitive differentiation. "We have built comprehensive tools that enhance productivity for agents and simplify the customer experience," Maska explains, emphasizing the strategic advantages of their technology-driven approach. "Our innovation ensures scalability and positions us uniquely in a highly competitive market."

But for Maska, Nonstop Financial's vision transcends profitability alone. It embodies a broader commitment to democratizing financial prosperity. "Financial security should never be exclusive to the wealthy," he emphasizes passionately. "The earlier individuals take proactive steps, the greater their opportunities for wealth creation. Our goal is to make sustainable wealth accessible to everyone, regardless of their financial starting point."

As Nonstop Financial continues to redefine the industry's future under Maska's visionary leadership, the company is not merely participating in market evolution it is actively shaping it, enabling everyday Americans to realize the promise of financial empowerment, prosperity, and security.

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