

Modern Life Taps Industry Veteran Trey Wall as Director of Brokerage

NEW YORK, NY, UNITED STATES, June 25, 2025 /EINPresswire.com/ -- Modern

Life, a leading tech-enabled life insurance brokerage, has appointed veteran distribution leader Trey Wall as its new Director of Brokerage. With 30-plus years of experience in life insurance sales, advanced planning, and brokerage leadership, Wall will oversee distribution and advisor engagement as Modern Life expands its footprint across the Life, Annuity, DI and Long Term Care markets.

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Dan Pierson

Wall joins Modern Life from Highland Capital Brokerage, where he served as Head of Osaic Life & Annuities and led risk management consulting. Prior to Highland, he spent over a decade at LPL Financial as Vice President of Life Insurance Sales. There, he helped build LPL’s advanced planning department and led the successful integration of UVEST Financial’s insurance operations following its acquisition.

“Trey brings a tremendous combination of deep industry

knowledge and hands-on experience in helping advisors with identifying and implementing a diverse range of insurance strategies ,” said Dan Pierson, Chief Distribution Officer at Modern Life. “He understands where advisors need better technology coupled with a robust service model of talented brokerage experts to succeed, and more importantly, how a modern brokerage can help them meet their own clients’ needs and expectations.”

Wall becomes the latest in a string of high-profile hires for Modern Life, which has been scaling its team rapidly as it releases products to meet industry demand for a cleaner, quicker insurance process.

A Life Underwriter Training Council Fellow (LUTCF), Wall earned his degree from Lenoir-Rhyne University and resides in Mint Hill, North Carolina, with his wife and dog.

About Modern Life

Modern Life is a leading, tech-enabled life insurance brokerage dedicated to empowering

advisors. Modern Life streamlines advisors' practices through advanced technology, AI, and brokerage solutions, offering unparalleled efficiency and effectiveness. With Modern Life, advisors can quickly compare permanent and term life quotes from leading carriers, conduct data-driven underwriting assessments, apply via digital applications, receive as soon as instant decisions, seamlessly manage cases via an integrated dashboard, and receive comprehensive expert brokerage support. For more details, visit modernlife.com, or [our press kit](#) for additional resources.

Rory Berry
Modern Life
pr@modernlife.com
Visit us on social media:
[LinkedIn](#)



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