



Financial Advisors of Delaware Valley

**David House**  
**Associate Managing Director**  
**Senior Financial Services Representative**

400 Lippincott Drive, Suite 110  
Marlton, NJ 08053

Phone: **856.985.2218** ♦ Fax: **856.983.0457**  
Toll Free: **888.237.7211** Ext. 218  
Email: **house.david@principal.com**



2009 marks Dave's twenty-seventh year in the insurance industry. Dave joined the Principal Financial Group® in August 1997. Dave is the Associate Managing Director responsible for the office located in Marlton, New Jersey. Prior to joining the management team, Dave spent six years as the Regional Vice President responsible for wholesaling life insurance solutions throughout Principal Life Insurance Company's Business Centers, within the Northeast Region. During that time he has worked with new agents of the Principal to develop their natural markets and networks through concept training and demonstrating Principal Life insurance products in action. Additionally, Dave works with agents of the Principal focusing on small business client solutions such as buy/sell agreements, executive bonus plans and estate planning.

Dave began his career at the Principal as an Assistant Director/Product Manager in Individual Product Management at the Principal Life Insurance Company of Des Moines, Iowa. While a Product Manager, Dave worked on the design and introduction of term, survivorship and VUL products managing, in particular, the line up and relationships with money managers for the variable products.

Before joining Principal Life, Dave was the Director of variable life insurance products at Travelers Life and Annuity Company, where he worked since 1985. Dave began his insurance career as a multi-line agent with the Metropolitan Insurance Companies in 1982.

Dave is a graduate of Rensselaer Polytechnic Institute from which he received a Masters of Science degree for Marketing in 1993. His undergraduate degree is a Bachelors of Science in Business Administration from Eastern Connecticut State University, 1981.

Offices in  
Delaware ♦ Pennsylvania ♦ New Jersey ♦ Maryland

Insurance products from the Principal Financial Group® are issued by Principal National Life Insurance Company (except in New York), Principal Life Insurance Company. Securities offered through Princor Financial Services Corporation, 800/247-1737, member SIPC. Principal National, Principal Life and Princor® are members of the Principal Financial Group®, Des Moines, IA 50392. #8634112011