

Raymond James & Associates, Inc.  
222 Riverside Plaza  
Suite 700  
Chicago, Illinois 60606

June 17, 2019

***VIA EDGAR SUBMISSION***

United States Securities and Exchange Commission  
Division of Corporation Finance  
100 F Street, N.E.  
Washington, D.C. 20549

Attn: Suzanne Hayes  
Erin Jaskot  
Jeffrey Gabor

**Re: Vericity, Inc.  
Registration Statement on Form S-1 (File No. 333-231952)  
Request for Acceleration of Effective Date**

Ladies and Gentleman:

Pursuant to the provisions of Rule 461 under the Securities Act of 1933, as amended, Raymond James & Associates, Inc. (“Raymond James”), on behalf of itself and Griffin Financial Group, LLC, hereby requests that the Securities and Exchange Commission accelerate the effective date and time of the above referenced Registration Statement on Form S-1 (the “Registration Statement”) to 9:00 a.m., Eastern Time, on June 20, 2019, or as soon thereafter as practicable.

Very truly yours,

By:           /s/ Allan Jean          

Name: Allan Jean

Title: Director

cc: Locke Lord LLP  
Laura Crotty