

Matt McAvoy  
CLU, ChFC, MSFS



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### PROFESSIONAL PROFILE

Matt is a Kansas City native and second generation family member with Target Insurance Services, Inc. Target Insurance Services, Inc. is an industry leading life, annuity, disability income, and LTCI brokerage wholesaler of multiple companies' products through independent distribution.

Matt graduated from Benedictine College in 1981 with a bachelor's degree in economics. While in college, he became licensed to sell insurance and joined his father's company, Louis J. McAvoy and Associates, Inc. in November 1981 and its successor company, Target Insurance Services, Inc.

Matt has completed his Chartered Life Underwriter, Chartered Financial Consultant, and Master of Science, Financial Services degrees from the American College. Additionally, he has completed his Long Term Care Professional designation from The Health Insurance Association of America. Matt is Series 6, 7, 24, and 26 securities licensed.

Matt is very active at both a local and national level with industry-related duties. He is Past President of The National Association of Independent Life Brokerage Agencies, is a board member and Treasurer of Brokerage Resources of America since 1991 and a current director of the LIFE Foundation. In 2005, Matt was bestowed the Herbert A. Hedges Award as from the Kansas Association of Life Insurance and Financial Advisors as their "Man of the Year".

One of Matt's most significant industry accomplishment from many national board duties, include meetings with The Treasury department in 2006 with David Woods, formally CEO of National Association of Insurance and Financial Advisors (NAIFA) and David Stertzer, Chief Executive Officer from Association for Advanced Life Underwriting(AALU)on behalf of the life insurance industry to discuss the benefits of permanent life insurance and to assist in helping the Federal Government understand the concepts of life insurance tax deferred build up inside annuities and permanent life insurance. From those meetings, AALU created an industry White Paper which has been used to communicate the social policy of life insurance and the deep economic ties to the life insurance industry to our general economy to policy makers.

Another achievement while Matt was President of The National Association of Independent Life Brokerage Agencies was the integration of American Council of Life Insurance(ACLI) anti-money laundering testing as an accepted testing benchmark for life insurance agents to satisfy their anti-money laundering thresholds under The Patriot Act with multiple insurers. Without such certification integration, every insurer would have required unique testing methodology to satisfy anti-money laundering testing requirements.

Matt is married to Sheryl McAvoy and has one daughter Caitlin.