



Ronald J. Henderson

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With over 37 years of Financial Services experience, Ron is experienced and knowledgeable at using life insurance to benefit the individual and small business owner client. Working with Financial Advisors, Ron has been successful in driving additional revenue for them through Producer's Segmentation; using that tool, he identifies 3-5 high quality revenue generating opportunities within the Financial Advisors' book of business. Through a collaborative and consultative approach, Ron can design, implement and review life insurance strategies to meet the needs of the client.

Ron has supported Financial Advisors with Wells Fargo, Edward Jones, Morgan Stanley, Woodbury Financial, Stephens, Stifel Nicolaus, and Raymond James with complex wealth transfer concepts, estate planning, charitable giving, and much more. He facilitates case design, underwriting and case management so that the experience for the client and the Financial Advisor is smooth and transparent. Ron is frequently called upon to speak at training and educational seminars for financial advisors, CPAs, and clients about advanced planning strategies.

Ron is from Madison, Mississippi with his wife, Judy of thirty-four years; he and Judy have two children, Austin and Haley, both of whom are married. In addition to his career in Financial Services, he officiates college football; in his spare time, he plays golf and racquetball. Ron is a member of Broadmoor Baptist Church in Madison, Mississippi. He holds Series 6 and a 63 license and is a member of the National Association of Insurance and Financial Advisors.