



**Matt Eller CFP® CLU® ChSNC®**

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**Background & Experience**

Matt specializes in high-net worth and high-income estate planning and tax mitigation strategies. Matt believes a true partner requires a skillset to proactively identify opportunities, articulate strategies, and confidently convey the benefits to advisors and more importantly, their clients.

Preceding founding BHP, Matt served as Managing Director at MassMutual Strategic Distributors; responsible for brokerage and third-party distribution within the Southeast- in this position Matt worked with advisors and producers to grow their practice and revenues by incorporating various insurance strategies. While at MassMutual, Matt was a perennial recipient of the prestigious President Award consecutive years in a row.

Prior to MassMutual, Matt served as the Southeast Insurance Specialist for Merrill Lynch incorporating insurance strategies into financial plans. Matt has also held the title of Regional Vice President and Internal Wholesaler at MetLife. Matt's start within the industry came as a college intern at Northwestern Mutual upon the completion of his collegiate football career at the University of Illinois Urbana-Champaign.

**Certifications & Education**

- Certified Financial Planner, CFP®
- Chartered Life Underwriter, CLU®
- Chartered Special Needs Consultant, ChSNC®
- University of Illinois Urbana-Champaign - Champaign, IL