2026
FALL/HOLIDAY
EDITION

Gwinnett/NE DeKalb
Community &
Family Magazine

GWINNETT
Our Town
Lawrenceville | Snellville | Lilburn | Stone Mountain | Tucker

Take the Next Step

Catching Up with Green Financial Resources
See Story on page 5



GREEN FINANCIAL

Read our digital issue
SCAN WITH YOUR PHONE'S CAMERA TO READ

Catching Up with Green Financial Resources

By Our Town Gwinnett Staff

Planning for your future can feel overwhelming. When looking for someone to help you plan for your financial future, you need a team with experience and a commitment to putting your needs first. For those in Gwinnett (and beyond) that company is Green Financial Resources, LLC (GFR) in Duluth.

For nearly 40 years, President and CEO Roger Green—working alongside son Andrew for the past 10 years—has been helping people do more with what they have.

According to Roger, the secret to their decades of success comes down to a simple focus on helping others while delivering responsive service.

Unlike most financial firms, GFR does not require a minimum amount of money for their guidance. Their goal is to help everyone make the most of whatever they have. The firm maintains a team with an intense focus on customer service.

This people-first approach has earned the firm widespread recognition. A twelve-year Gwinnett Magazine Best of Gwinnett (2014-2025) winner, GFR also won the 2024 Culture Creator Award from the Gwinnett Chamber, and was twice a Chamber Small Business Award winner (2008 and 2016). Demonstrating their focus on all-around excellence, GFR has been a finalist each year from 2023 to 2026 in three award categories: Culture Creator, Community Contributor, and Small Business. Roger received a 2018 Gwinnett Chamber Public Service Award. The team is proud of these accolades, but they view them as a natural byproduct of their true mission: helping people.



Roger and Andrew have a combined 47+ years of experience helping thousands with a multitude of financial decisions. Their core focus is on guiding investment decisions, but most clients partner with them for 10, 20, 30, or more years and receive the benefit of ongoing life guidance:

- Smart Investing: Allocation and diversification decisions
- Major Life Purchases: Homes, boats, college tuition, etc.
- Retirement & Transitions: Retirement and Social Security timing, managing an inheritance, and life change planning
- Tax Reduction and Deferral Planning
- Small Business Planning
- Protecting Your Legacy: Ensuring your family is taken care of later

Getting started is easy. GFR offers a no-cost initial 1-2-hour in-person or Zoom meeting to review your financial situation, discuss your questions on a wide range of financial topics, and provide no-obligation recommendations.

More information at RogerSGreen.com or (770)931-1414.

Roger and Andrew Green are Investment Advisor Representatives offering securities and advisory services through Cetera Advisors LLC, a Registered Investment Advisor, Broker/Dealer, member FINRA, SIPC. Green Financial and Cetera Advisors are not affiliated. Best of Gwinnett Awards issued by Gwinnett Magazine. Winners chosen by a combination of readers' votes and editors' input across more than 20 business sectors. Results are further vetted through available info. Multiple winners in each sector may finish as "Best" or "Among the Best", depending on the size of the sector. Gwinnett Chamber Small Business Awards are based on nominations in different categories. Nominees will complete an application covering growth, revenue, community service, and other criteria reviewed by a Chamber committee. Gwinnett Chamber Public Service Award Winner determined primarily based on the advisor's services and benefits rendered the community as a whole, over and beyond excellence in one's own profession. Awards do not guarantee future results, nor are they an endorsement by any client. No compensation was provided directly or indirectly for these awards. Neither Cetera Advisors LLC nor any of its representatives may give legal or tax advice, so please also consult with a tax or legal advisor. Since 1997, located at 3700 Crestwood Pkwy, Ste 140, Duluth GA 30096.