

First-rate financial advice for everyman

By Lynne Meys

DULUTH - Chances are, if you could get family and friends to talk about their financial situation, there would be some recurring themes. Most folks are working as hard as they can to bring in a decent income and cover their daily living expenses. Many are concerned about their future and that of their children. Get a financial planner to help manage those challenges? "That's a wealthy man's luxury," they'll say, "not for an average Joe like me."

It is, in fact, the fiscal health and well-being of the average American which Roger S. Green, owner of Green Financial Resources LLC, feels the most



Financial advisor Roger Green passionate about protecting. "We work with everyone from teenagers just getting started to

senior citizens who want to leave a legacy. I believe everyone of every level of income can become empowered to do what they can on their own."

To this end Roger Green spreads his message and his talents over a wide range of resources, accessible to all.

Saturday afternoons at 2:00, Roger can be heard on WNIV radio (970 and 1400 AM). His show, Your Green, focuses on topics relevant to today's economics and personal finance. Well known leaders and experts of the financial world are interviewed on some shows, while others are dedicated to straight talk advice. Recent subjects

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include "How to Help Elderly Parents" and "Getting Ready for College."

Since 1997, Green has conducted classes at Gwinnett Technical College, The University of Georgia's Continuing Education Center and The Gwinnett University Center. "It's a great value," says Green, "For \$49 a student gets nine hours of instruction and a workbook to help them figure out what's best for them. We look at how to save, how to be successful, and how their current behavior may be standing in the way of that success."

Those who may already realize they are in need of behavior modification when it comes to their money are invited to take their concerns to Green Financial Resources, located in

understand what it's like to have a busy life and the importance of planning for the future. Roger is very active with the new Cross Pointe Church in Duluth.

When asked how he manages to parent six kids and stay involved in such a successful business, Green replies, "Church and family come first - work fills in the spaces. I believe it's important to make time for my family and to be part of a good church. It's part of being good members of the community. I also have a great staff support team, led by my wife, helping to ensure business details that don't need my direct involvement are given proper attention; allowing me to lead a more balanced life."

He also believes that it is his destiny to share his consider-

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the Gwinnett Commerce building, near Gwinnett Place Mall.

A plan is created for each client, outlining the path to better financial health. Roger Green offers this plan for free as he believes it is essential to building the kind of trust and loyalty each person needs to have with an advisor. Some companies charge as much as \$2500 for this type of plan, but Green feels that this squeezes the people who need help most out of world class services.

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With Green, each client, each student, each radio listener, gets the benefit of his three-pronged approach to fiscal well-being. "We concentrate on the strategies and decisions that effect good tax planning, the essentials of strong financial planning, and the basic understanding of investment allocation."

Green and his wife, Laura, have six children and they

able talents with those who need him most. He has a Master of Science degree in Financial Services, is a Certified Fund Specialist, a Certified Senior Advisor, and a Certified Financial Planner, among other professional designations. The Atlanta Business Chronicle lists Green Financial Resources, LLC as the 20th largest financial planning and advisory firm in Atlanta, based on assets under management.

It has been said that if you give a man a fish you will feed him for a day. Teach a man to fish and you will feed him for a lifetime. Roger S. Green has dedicated his professional life to being the financial trainer who teaches each person whose life he touches how to "fish" in confusing monetary waters and tough economic times.

Financial planner Roger Green can be heard on WNIV Radio each Saturday with his show Your Green.

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