



Since I began my career in 1987, many things have changed in our industry. What has never changed is my joy in financial problem solving and helping my clients prepare for their future.

Families and businesses often face many financial questions over time. Inaction often occurs when faced with so many complex, pressing issues and it can be difficult to move toward a financially fit solution customized to one’s needs.

From managing risk to accumulating assets, I work with you to clarify specific aspects in pursuit of your goals. Taking complex financial issues and communicating the answers in a clear and precise manner to educate my clients is what I have done for over 35 years. In the end, it is my hope that you will have a sense of relief and accomplishment knowing you have made plans to prepare for your financial future.

**John Campbell**

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- University of Arizona
  - Bachelor of Arts, Business and Public Administration
- Series 7, 6, 24, 26, 51, and 63 Securities Registrations
- Arizona, California, and Ohio Securities Licensed
- Arizona Life Insurance and Variable Licensed
- My wife of 41 years and I reside in Gilbert, Arizona. Our three children and nine grandchildren all live in the Phoenix Metropolitan Area.

**Areas of focus include:**

**Financial Position Analysis**

- Cash reserve strategies
- Debt management
- Cash flow management
- Net worth analysis

**Preservation Strategies**

- Life insurance
- Disability income insurance
- Long-term care insurance
- Business succession

**Investment Strategies**

- Asset allocation modeling
- Risk tolerance
- Education investments
- Diversification modeling

**Tax Strategies**

- Business ownership
- Non-qualified investments
- Tax reduction methods
- Tax deferral methods

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