



RON CARSON

CFP®, CHFC®

FOUNDER & CEO
CARSON GROUP

**"You haven't
failed until you
quit trying."**

- Ron Carson, CFP®, ChFC®

EXPERTISE

- ▶ **Shifting from Advisor to CEO**
- ▶ **Future of the Profession**
- ▶ **Growing an Advisor Business**



CARSON GROUP

Ron Carson is Founder and CEO of Carson Group, which serves financial advisors and investors through its businesses including Carson Wealth, Carson Group Coaching, and Carson Group Partners. Founded in 1983, Carson Wealth has grown to become one of the largest wealth management firms in the country offering portfolio management and wealth planning services to high net-worth clients. Established in 1993, Carson Group Coaching has grown to become one of the leading advisor coaching programs in the country empowering advisors to overcome key business challenges through personalized coaching, proven strategies, marketing services, and a passionate community of thousands of advisors. Carson Group Partners empowers advisors to improve client service, efficiently run their practice, grow their business, and build a legacy through a turnkey integrated partnership. All three organizations are headquartered in Omaha, Nebraska, but serve a broad base of advisors and investors across the U.S. and Canada.

Ron first began honing his core principles while working from his dorm room at the University of Nebraska in 1983: a tenacious focus on serving clients' best interests; a relentless pursuit of excellence across every activity; and a burning desire to learn, grow intellectually, and innovate. These driving principles enabled Carson Group to grow to over \$8.56 billion in assets under advisement, which includes assets under management,* and have led Ron to receive many accolades. He is continually ranked among the top advisors by Barron's magazine and was one of only two independent advisors inducted into Barron's inaugural Hall of Fame.* Most recently Ron was named to Forbe's list of America's top wealth advisors,* coming in at number 13 out of thousands of advisors, while Carson Group was recognized for making the Inc. 5000 list of America's Fastest Growing Private Companies.

Ron is one of the most celebrated and respected financial advisors and executives in the industry—he is a sought after speaker, thinker, and investment strategist. In the spring of 2012, Ron continued to expand his industry leadership by co-founding aRIA. aRIA is a "think-tank" study group comprised of six forward-thinking RIA firms,

which collectively manage more than \$17.5 billion in client assets, and Advisor Growth Strategies, a leading consulting firm serving the wealth management industry. The group offers insight for advisors considering ways to enhance their firms' enterprise values. As a member of the Financial Advisor Council of CNBC, Ron also writes guest columns and provides insight and frontline perspective to the CNBC Digital news team. In 2014, Ron joined The American College of Financial Services board of trustees for a three-year term. The College offers turnkey programs that produce effective advisors who are able to join a team and make an impact immediately, helping the industry by adding capacity, and building the next generation of advisors. Ron's academic credentials include being a CERTIFIED FINANCIAL PLANNER™, Certified Fund Specialist, and a Chartered Financial Consultant.

Ron is also actively involved in the community. He and his wife, Jeanie, founded The Dreamweaver Foundation, a non-profit organization dedicated to fulfilling end-of-life dreams for seniors with terminal illnesses. He also founded the American Charitable Foundation—a foundation established for a more efficient disposition of charitable assets—and served as a past President of the Child Saving Institute.

A nationally acclaimed New York Times bestselling author, Ron has shared his success principles through several books, including 2005's *Tested in the Trenches*, 2007's *Avalanche*, 2012's second edition of *Tested in the Trenches*, and most recently *The Sustainable Edge*, released in 2016 and written for business owners who are seeking a fuller, more rewarding work-life balance.

Ron and Jeanie reside in Omaha and have three wonderful children. He enjoys spending time with his family, collecting and drinking wine, golfing, flying, pheasant hunting, and he's an avid Nebraska Cornhusker fan.

*Please note that the amount of CWM, LLC's Assets under Advisement is considerably larger than the amount of the firm's regulatory Assets under Management. Assets under Advisement include regulatory Assets under Management reported in CWM, LLC's Form ADV I, in addition to assets with respect to which CWM, LLC may provide consulting and/or financial planning services, but does not have any management, execution, or trading authority. CWM, LLC's regulatory Assets Under Management can be found in Item 5.F of CWM, LLC's Form ADV I, available at <http://www.adviserinfo.sec.gov>.

*Barron's magazine, October 20, 2014 issue. The Barron's rankings are based on data provided by over 4,000 of the nation's most productive advisors. Factors included in the rankings: assets under management, revenue produced for the firm, regulatory record, quality of practice, and philanthropic work. Investment performance isn't an explicit component because not all advisors have audited results and because performance figures often are influenced more by clients' risk tolerance than by an advisor's investment-picking abilities.

*Forbes, 2016. The Forbes ranking of America's Top Wealth Advisors rates thousands of wealth advisors on metrics like revenue trends, assets under management, compliance records and industry experience.



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