



## Gene W. Henssler, Ph.D.

### Principal and Director

Gene W. Henssler, Ph.D., is the Principal and Director of Henssler Financial. Dr. Henssler is responsible for the overall direction of the firm, which offers financial advice and portfolio management to individual, corporate and institutional clients. The firm was founded by Dr. Henssler in March 1987 at the urging of friends and acquaintances who sought his counsel and advice for investing their money.

After earning both his Master of Business Administration and doctorate in finance at the University of Michigan, Dr. Henssler taught at Georgia State University, University of Toledo and Grand Valley State University in Michigan. In 1986 he became a Professor of Finance at Kennesaw State University, taking an early retirement in 1996. Dr. Henssler holds the title of Professor Emeritus of Finance at Kennesaw State University.

Dr. Henssler was recognized by Barron's Magazine "Top 1,200 Financial Advisors." Barron's published their annual state-by-state listing of financial advisors in the March 11, 2019 issue. Coming in at No. 17, Dr. Henssler has made the Georgia list since 2014.

As a renowned professor in finance, Dr. Henssler was tapped by Atlanta talk radio to host "Money Talks," an investment advice radio show. The show has aired for more than 30 years with a large following. In 2019, Dr. Henssler was honored with the Founders & Directors Award at the Georgia Radio Hall of Fame. The special award is given to Georgia radio professionals who have excelled but may not have received the recognition they deserve.

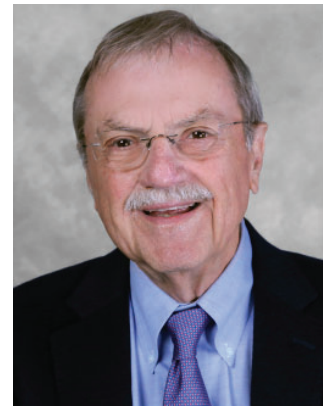
Dr. Henssler has appeared on the network affiliate TV stations in Atlanta, Georgia Public Television, as well as nationally on CNN, CNBC, Bloomberg Television, and Fox News.

A former columnist for the Atlanta Business Chronicle, Dr. Henssler has written numerous articles for newspapers, magazines and professional journals dealing with a wide variety of financial topics.

*Henssler Financial shall mean and refer to any and all subsidiaries, parent or sister corporations, limited liability companies, partnerships or other entities or entity controlling, controlled by or under common control with said corporations or entities, including, but not limited to G.W. Henssler & Associates, Ltd., Henssler Asset Management, LLC, both federally registered investment advisers, Henssler CPAs & Advisers, LLC, Henssler Norton Insurance, LLC, Henssler Insurance, LLC and Henssler Small Business Services, all d/b/a "Henssler Financial." Henssler Financial is not a financial adviser.*

*Barron's 2019 "Top 1,200 Financial Advisors" published in the March 11, 2019 issue of Barron's. Barron's publishes four financial advisor rankings each year: The Top 100, The Top 100 Women, The Top 100 Independents and The Top 1,200, in which advisors are ranked on a state-by-state basis. The formula Barron's uses to rank advisors is proprietary. It has three major components: assets managed, revenue produced and quality of practice. Investment returns are not a component of the rankings because an advisor's returns are dictated largely by the risk tolerance of clients. The quality-of-practice component includes an evaluation of each advisor's regulatory record. For more information on rating methodology, go to <http://online.barrons.com/report/top-financial-advisors>. The rating may not be representative of any one client's experience because it reflects a sample of all the experiences of the Financial Advisor's clients. The rating is not indicative of the Financial Advisor's future performance. Neither Henssler Financial nor any of its Financial Advisors pay a fee to Barron's in exchange for the rating.*

Henssler Financial is a financial planning and money management firm with assets under advisement of \$1.88 billion as of March 31, 2020. Henssler Financial, which includes federally registered investment advisers G.W. Henssler & Associates, Ltd. and Henssler Asset Management, LLC, is headquartered in Kennesaw, Georgia, a suburb of Atlanta, with an additional office in the Atlanta Perimeter area.



*Doctorate of Finance  
Professor Emeritus of  
Finance at Kennesaw  
State University*

*A Barron's "Top 1,200  
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*2019 Founders &  
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