



Scott Anderson

Business:

How long have you been in the business?

I obtained my life license in 1989 while still in college. Then worked in the home office for three years after graduating from college in June of 1989. In 1993 I joined the agency, so I have been in the business for 30+ years – hard to believe!

Why did you want to become an advisor / Why should anyone else want to be an advisor?

For me the two things that were most attractive were the unlimited income potential, and the ability to run my own business. My time in the corporate setting made me realize that I wanted to be in control of my own destiny and build my own business. The same reasons exist today – unlimited income potential and the ability to be your own boss and control your destiny make this a great business. In addition, the positive impact you can have on other people’s lives has been one of the most satisfying elements of my career.

What is the most important aspect of working with clients in your opinion?

My father was my mentor and a big proponent of “evidence of preparation” - this really stuck with me. For each meeting we have a detailed agenda and have thoroughly reviewed past meeting notes. During our meeting we are dialed into their situation and the clients can tell. We do this regardless of the size of their accounts and try to make every client feel like they are important.

Personal:

Please tell us about your family:

I have been married to my wife Jill for 27 years and we have two daughters – Macy (25) and Jenna (22). The girls live in Coralville, so we are able to be together quite often. My parents are Bob and Lola Anderson. My father was a rep, and we were business partners for 25 years. I am a middle child with an older brother and younger sister.

What do you like to do outside of work?

Playing pickleball, golf and guitar are my favorite activities. I also enjoy following college athletics – especially the Buckeyes and Hawks!

What is a surprising fact about you people may not know?

I was formerly the lead singer and played guitar in a cover band called “Uncle Rico”. A lot of people are surprised to learn that – I think it’s the contrast to my buttoned-up work image!

Relationships:

Describe your association with Strellner Financial Group:

The Strellner Financial Group has been a great partnership for me and our team. Tim and Gwen have become good friends, and their leadership and support has been integral to our success. We were one of the first to create our own company within the agency, and Tim was very supportive of that. The agency has been instrumental in helping us build our AFS team by partnering with other SFG reps. I have a great deal of satisfaction knowing we have a great team and succession plan in place. This would not have been possible without the SFG. Tim and SFG realize there are many ways to run a successful advisory practice and have a great knack for putting people in positions to succeed.

What value has Collective Financial Group provided you?

CFG is truly unique in our industry where we have a marketing group without a corporate home office supporting it. Being part of a large group like CFG gives us leverage with our broker dealer and the companies we do business with. Many of our best friends are part of CFG and we have created a lot of fond memories over the years.

Thoughts or Advice:

Explain what it takes to be a successful advisor:

Helping your clients make good financial decisions is what this business is all about. If at each opportunity, you help your clients move towards their goals and objectives, your clients will value their relationship with you and your business will prosper. Develop a system to proactively meet with your clients and become their trusted advisor. Success won’t come overnight but if you work hard and smart, I can’t think of a more rewarding career.

As a leader in this industry, what is your #1 tip for those up and coming?

Always keep learning and educate yourself – it has been said that there are some advisors with 20 years of experience, and others with 1 year of experience 20 times. Continual learning and education are key to success. I believe what our clients value most is our wisdom and experience – make sure you are making the investment to obtain it.

Comments from Leadership:

“Scott is the epitome of a professional in every sense of the word and had a fantastic mentor in his father, Bob! I feel a tremendous amount of pride in having had some value in helping him not only grow his practice but develop his plan for succession! On top of that, Gwen and I value our friendship with Scott and his wife, Jill very much! Thanks, Scott, for all your great work and leadership the last 30 years.” -**Tim Strellner**