

# Barry R. Moore, CLU<sup>®</sup>, LUTCF

*Vice President*

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Barry Moore serves as a Vice President for Highland Capital Brokerage-West, covering Utah, Wyoming, and Montana. He has over 30 years of experience in the financial service industry working with insurance and investments. Barry developed the life and health insurance group inside First Security Insurance, which is part of First Security Bank. In this role, he worked closely with in-house property and casualty agents and financial advisors. When Wells Fargo Bank acquired First Security Bank in 2000, Barry received a new role as a Regional Sales Manager. He joined Highland Capital Brokerage in October 2004 and works with financial advisors in key institutions.

Barry prides himself on being an independent and objective resource for those who draw upon his expertise. Along with the advisor and their team, he reviews the specific goals of the client, the range of options for reaching those goals, and performs a thorough cost/benefit analysis. He then recommends the best solution, ensuring optimal opportunity, performance, and success for the client. As needed, Barry's team can conduct periodic reviews and an ongoing efficiency analysis of the plan in place to assure it keeps pace with the changing environment and client circumstances.

Barry has a Bachelor of Science degree in Business from Brigham Young University with an emphasis in Finance. He is a Chartered Life Underwriter<sup>®</sup>(CLU<sup>®</sup>) and Life Underwriter Training Council Fellow (LUTCF). He is an active member of the National Association of Insurance and Financial Advisors (NAIFA) and the Society of Financial Service Professionals (SFSP). He holds the following licenses: Series 6 (FINRA Investment Company Products and Variable Contracts Limited Representative) and Series 63 (NASAA Uniform Securities Agent State Law Examination).

## ABOUT HIGHLAND CAPITAL BROKERAGE

Highland Capital Brokerage is committed to partnering with financial advisors and insurance professionals using our core competencies of life insurance, annuities, and long-term care. We distinguish ourselves by providing point-of-sale support, advanced marketing, and creative estate and business planning techniques. We provide these services in an efficient, client-focused environment that extends to carrier and product expertise, underwriting negotiation, and complete back office processing. For more information, visit [www.highlandbrokerage.com](http://www.highlandbrokerage.com).

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