

Jessup Pyun, J.D., CFA

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Jessup Pyun, J.D., CFA, serves as Sales Vice President for the Highland Capital Brokerage—Los Angeles office.

As a Chartered Financial Analyst and attorney, Jessup understands the value that specialization brings to the planning process. As an experienced practitioner in the field, however, he also appreciates the need for retaining a big picture perspective: the key for spotting opportunities that might otherwise be overlooked. By combining his technical expertise with his ability to remain sensitive to his clients' and producers' overall needs, Jessup has been helping financial advisors and wealth managers implement advanced tax strategies for their clients as well as increasing their overall insurance business for

nearly a decade.

Prior to joining HCB, Jessup worked as Field Vice President and attorney in Pacific Life's Advanced Designs Unit. While at Pacific Life, he advised financial advisors on business transition planning, tax-advantaged strategies, non-qualified deferred compensation arrangements, and advanced estate planning techniques. A regular speaker at industry meetings, Jessup also sought to help his financial advisors build relationships with centers of influence by helping to bring unique solutions to CPAs and estate planning attorneys.

Jessup holds a Bachelor of Arts degree from the University of California, Irvine and a Juris Doctor degree from the University of Michigan Law School. He is also a Chartered Financial Analyst, focusing on the analysis of stock life insurers.

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.

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