

# Laci D. Jones, J.D.

*Sales Vice President*

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Laci Jones serves as Sales Vice President for the Highland Capital Brokerage-Southwest office. She covers territory in Texas, including Austin, San Antonio, West Texas, Central Texas, and Dallas-Fort Worth. With over 10 years of experience in planning for the affluent, high net worth market, Laci has developed a special talent for understanding her clients' needs. Her approach to every situation is to understand the client perspective and then to maintain that perspective throughout the planning process. This allows her to communicate more naturally and effectively with her clients regarding the complex wealth strategies they are selecting to shape their financial futures. This approach, combined with a calm confidence that is built on knowledge and experience, is what sets Laci apart in this field.

Prior to joining Highland, Laci served as a Wealth Strategist for US Trust, Bank of America for seven years. Her role consisted of providing consultation to both internal and external clients regarding financial planning, practice management, and tax and charitable planning. Additionally, she provided knowledge leadership through the education and training of clients and advisors, and public speaking in both industry and collegiate forums. Before that position, Laci was an attorney in private practice and had worked in law for many years.

In addition to her Juris Doctor Degree obtained from South Texas College of Law, Laci also holds a Bachelor's Degree in Political Science and a Bachelor's Degree in Accounting from the University of Texas.

Laci is married with two energetic young children, a son and daughter, and enjoys competitive running and cycling, having competed in several triathlons. Active in her community, she is a member of Impact Austin and President of the Board of the Center for Child Protection.

## 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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