

Lance Barton

Managing Principal

Highland Capital Brokerage-Southeast

Email: lbarton@highland.com

Phone: 813.254.8000

Cell: 813.299.1969

6000 Lake Forrest Drive, Suite 100, Atlanta, GA 30328

2201 North Florida Avenue, Tampa, FL 33602



Lance Barton serves as Managing Principal of Highland Capital Brokerage-Southeast. Lance has been in the insurance and financial services industry for 22 years, building and managing distribution, as well as acquiring special expertise in the areas of risk and tax management through all disciplines of insurance planning.

Prior to joining HCB, Lance was the President of NB Signature and a Principal of National Brokerage. He has built both robust, national wholesale brokerage operations, as well as trusted retail partnerships, serving all facets of distribution in the insurance industry, inclusive of independent brokers, investment advisors, trustees, CPA's, attorneys and large consumer banks.

Lance has served, or currently serves, on numerous field advisory boards for the largest insurance providers in the domestic marketplace, including Voya, Transamerica, AIG, and New York Life, to name a few. His creativity and leadership in the areas of sophisticated underwriting, estate planning and premium financing have afforded him and his firm with unprecedented growth in the life insurance industry. His trusted and transactional driven relationships with advisory partners, insurance carriers and global capital providers have him uniquely positioned for a myriad of very high net worth estate planning and maximization strategies across the country and internationally.

Additionally, Lance demonstrates and brings the same vision of “best in class” product, service, and retail delivery to the transactional world of consumer banks and independent broker dealers, with special understanding of the regulatory environment and challenges, as well as subsequent opportunities.

Lance is a graduate of Florida State University and currently sits on their Board of Directors for the College of Business, Risk Management Insurance School, and Seminole Boosters, among other charitable interests and commitments.

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.