

# Lisa Hehir, CLU<sup>®</sup>, ChFC<sup>®</sup>, CAP<sup>®</sup>

*Vice President*

## Highland Capital Brokerage–New York Metro

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Lisa Hehir, CLU<sup>®</sup>, ChFC<sup>®</sup>, CAP<sup>®</sup>, serves as Vice President for the Highland Capital Brokerage–New York Metro office. She is responsible for providing sophisticated, point-of-sale support to financial advisors and their clients. Lisa specializes in customized, high-end estate, business, and retirement planning and is committed to helping financial advisors achieve greater success by partnering with them to help their clients build, preserve, and distribute their wealth. She is an award-winning financial services veteran who is a knowledgeable, respected, industry leader.

An accomplished speaker, Lisa is often the guest presenter at industry conferences and workshops and was a guest lecturer at the prestigious New York University. She has excellent interpersonal and presentation skills.

Prior to joining Highland, Lisa was a point-of-sale specialist with several firms providing strategies for high net worth families connecting generations through wealth preservation and transfer. Previously, she was a Sales Vice President with Capitas Financial, a Regional Life Specialist with Lincoln Financial Distributors, and an Account Executive with Hartford Life. She was also an Assistant Vice President with NatWest Bank and a Financial Advisor with Equitable life, achieving membership in the Million Dollar Round Table, National Council, and National Leaders Corps.

Lisa has over 25 years of experience in the industry. She is a Chartered Life Underwriter<sup>®</sup>, Chartered Financial Consultant<sup>®</sup>, and Chartered Advisor in Philanthropy<sup>®</sup> with the American College. She is a member of the Northern New Jersey Estate Planning Council and was a charter member of the Women Life Underwriter's Council and a past President of the New Jersey WLUC. When Lisa is not focused on business and family activities, she enjoys playing tennis and traveling.

### 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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