

# Matthew T. Barr

*Sales Vice President*

Highland Capital Brokerage-Northwest

1601 Fifth Avenue  
Suite 1800  
Seattle, WA 98101

**Email:** mbarr@highland.com  
**Phone:** 415.272.2804  
**Fax:** 206.802.2697



Matthew Barr serves as Sales Vice President in Northern California for Highland Capital Brokerage - Northwest. He has over 20 years of industry experience as both a Financial Advisor and as an Insurance Specialist. Matt is a consultative resource to advisors for their clients' insurance planning needs. His risk management expertise is a valuable resource to clients, helping them identify and achieve their financial goals.

Matt believes in order to properly partner with advisors, he needs to first understand how they deliver value to their clients. He mirrors the advisor's approach and is a key partner who understands the challenges and needs their clients face. To the degree an insured solution fits as part of the overall plan, Matt assists with strategy formation, client consultation, case design, underwriting negotiation, administrative oversight, and final policy placement. By understanding each client's story, he helps them achieve their unique financial goals. His passion for helping people remains the driving force behind his success.

Prior to joining Highland, Matt was a Specialist for Lincoln Financial Distributors where he partnered with advisors as an expert in business continuation and succession, risk mitigation, retirement, estate and wealth transfer planning. Prior to that, Matt served as a Financial Advisor at both Merrill Lynch and Stone and Youngberg. These positions ignited his passion for helping people achieve financial wellness through comprehensive planning, which in many cases included insured solutions.

Matt studied International Economics and played varsity lacrosse at Randolph-Macon College in his home state of Virginia. He now lives in Mill Valley, California with his wife and their two daughters. It's not uncommon to find him breaking away from traffic on his evening commute to visit the beach, where he enjoys surfing a wave or two before calling it a day.

## 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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