

Matthew T. Barr

Vice President

Highland Capital Brokerage-West

1601 Fifth Avenue
Suite 1800
Seattle, WA 98101

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



As Vice President for Highland Capital Brokerage-West in Northern California, Matt serves as a strategic partner to financial professionals, helping them address critical planning needs for affluent families and businesses. Matt has over 20 years of experience as both a financial advisor and insurance planning specialist, providing unique wealth planning strategies for tax mitigation, estate planning, business succession, wealth transfer, and risk mitigation.

Matt follows a consultative, planning-based discipline which seeks to understand all elements of a client's financial profile. A key component to his process often includes collaboration with their legal and accounting team to balance all potential planning contingencies.

Prior to joining Highland, Matt was Regional Life Specialist for Lincoln Financial Distributors in Northern California. He served as a key partner to financial institutions, helping them integrate and develop insurance planning initiatives, and worked directly with advisors to address the unique needs for affluent families. Prior to that, Matt served as a Financial Advisor at both Merrill Lynch and Stone & Youngberg. These positions ignited his passion for helping people achieve financial wellness through comprehensive planning.

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.

Securities by Licensed individuals offered Through Investacorp, Inc.
A Registered Broker/Dealer, Member FINRA, SIPC

Revised 2/11/18 | HCB00522



HIGHLAND
CAPITAL BROKERAGE