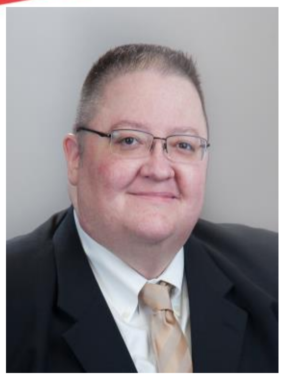

BRAD L. REICHERT
CHARTERED FINANCIAL ANALYST®
CERTIFIED FINANCIAL PLANNER™ (US)
CHARTERED FINANCIAL CONSULTANT®
CHARTERED LIFE UNDERWRITER®
MASTER OF BUSINESS ADMINISTRATION

Brad is a Financial Planner at KeatsConnelly, the largest cross-border wealth management firm in North America that specializes in helping Canadians and Americans realize their dreams of a cross-border lifestyle. Brad develops, coordinates and implements his clients' comprehensive cross-border and domestic financial plans and services.

Prior to joining KeatsConnelly, Brad served as Investment Advisor and Financial Planner for affluent families and business owners for more than 12 years. Having worked for firms like Morgan Stanley and Charles Schwab, Brad brings with him a great depth of experience in the many areas of Wealth Management, including credit and lending, investment analysis/management and risk management/ wealth protection. As an entrepreneur, Brad also founded and managed a highly-successful mobile notary and real estate loan closing business in the Phoenix area from 2005 through 2011.

A native of Northeastern Wisconsin, Brad enjoys hockey, Green Bay Packer football, working with and training dogs, watching and collecting movies, and spending time with family and friends.

EDUCATION

Master of Business Administration, Finance, 2012
Texas A&M University, College Station, Texas

Bachelor of Business Administration in Finance, and Bachelor of Science in Economics, 1997
University of Wisconsin, Oshkosh, Wisconsin

CERTIFICATIONS

Chartered Financial Consultant® - 2005 and Chartered Life Underwriter® - 2011
The American College, Bryn Mawr, Pennsylvania

Chartered Financial Analyst® - 2008
CFA Institute, Charlottesville, Virginia

CERTIFIED FINANCIAL PLANNER™ - 2006 (US)
Certified Financial Planner Board of Standards, Inc.

MEMBERSHIPS

Phoenix CFA Society - Member
Financial Planning Association – Member