



## AN INTRODUCTION

A native of Iowa, Brian grew up in New Hampton, IA, and attended the University of Northern Iowa. He received his bachelor's degree in General Studies with a Business Minor. Brian has worked in the insurance and investment industry since 1998, focusing on central Iowa and the Midwest for the last thirteen years. Throughout his career, he has developed a passion and skillset for helping business owners and professionals understand and pursue their insurance and financial goals. This has created a strong foundation for clients to manage their insurance planning and wealth creation while also working towards their specific financial and protection needs. Brian believes his knowledge and practical experience in making complex situations and strategies manageable is key to his clients' satisfaction.

Brian and his wife, Sonja, have four sons: Rowan, Rory, Finlay, and Declan. In his free time, he enjoys spending time with his family, playing golf with friends and taking in sports events.

## COMPANY OVERVIEW

LSB Wealth Management, a subsidiary of Lincoln Savings Bank, offers access to financial strategies that extend far beyond "traditional" products and services, including education/retirement planning, insurance, and brokerage services through LPL Financial. LPL Personal Financial Advisors (PFAs) with LSB Wealth Management are focused on providing professional financial guidance while also delivering highly personalized customer service.



## BRIAN HEYING CLU®, CHFC, RICP®

LPL Personal Financial Advisor\*  
Financial Services Department Manager

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### CREDENTIALS:

- Life & Health Insurance Licenses
- Series 6, 7, 63 & 65 Securities
- Registrations held through LPL Financial

*My goal is to help you  
make informed decisions  
about your financial future-  
customized to your unique  
situation.*

\*Securities offered through LPL Financial, Member FINRA/SIPC. Insurance products offered through LPL Financial or its licensed affiliates.

Not FDIC Insured	No Bank Guarantee	May Lose Value
Not Insured by any Federal Government Agency		Not a Deposit