



## Michael Lynch

Managing Director  
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Mike believes there's no more honorable position than making a difference in people's lives—which is why he relishes sharing tools and strategies that help investors prepare for their future. This is information Mike feels audiences are eager to hear, because their retirement won't look like that of any prior generation.

"Clients are the ultimate audience," he says. "I think you have to be 10 times more prepared than meeting with financial professionals." For him, the Q&A sessions after a client presentation are the most valuable—not just for the audience, but also for his own knowledge. He often applies the insights gained from these conversations to his upcoming presentations—along with the experience he's gained helping financial professionals and their clients for more than 25 years.