



MATTHEW J. RUSH, AAMS®

Executive Vice President – Wealth Management

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My Business Philosophy

I help corporations, high-net-worth individuals, and affluent families accumulate and retain their wealth. I know every client has a unique situation, and I believe that each client's situation deserves highly customized and fully transparent solutions. I'm unafraid to challenge conventional wisdom, and I pride myself on simplifying the financial planning process.

Like many advisors, I offer a wide spectrum of investment and protection solutions. What makes me different is that I let my process guide the action, act in a fiduciary capacity, and maintain forward thinking strategies. I aim to provide thorough counsel and consistently deliver solutions in a relevant and meaningful way.

Professional Qualifications

- B.A. in Business Administration, University of Central Arkansas (2006)
- Million Dollar Roundtable Qualifier (2016)
- Member of SFP Management team
- Co-Chair of SFP Wealth Management Committee
- Co-Leader of SFP Wealth Strategies
- Registered Principal
- Multi-Year Leader's Conference Qualifier
- Host of RU\$H Hour Podcast

About Me

My wife (Leslie) and I have two children, and are longstanding residents of Maumelle, Arkansas where we're both actively involved in leadership roles at New Life Church. I serve on the Board of Directors for the Maumelle Sports Association, serve on the Board of Directors for the Arkansas Sports Hall of Fame, and enjoy teaching kids about the value of a strong work ethic and teamwork. When I'm not at the office or getting involved in my community, I'm probably catching up on the latest Razorbacks or Chicago Cubs game.