

An Inside Perspective:

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Why is now one of the best times to consider a career with CFG?

Clients want one place to go to get their information. They want professionalism, knowledge and technology. CFG offers all of that and so much more.

I was reminded of a lesson learned during my youth – that the grass isn't always greener on the other side. Let me explain...

In 1974, recently discharged from the United States Army where I served as a Para Trooper, I had to make a decision about the direction of my future. Although I had no industry experience, I made the decision to join *Creative Financial Group*.

Back then, we had five employees including myself. *Creative Financial Group* was a start-up company, new to the market and was recruiting new associates.

I chose *Creative Financial Group* because I wanted to work with Joe Naselli, Sr. From the first time I met him, I was drawn to his magnetic personality. He is a one of a kind. What makes him such a good manager is that he understands the mind of a producer and takes that understanding into his management role and then uses that to motivate his team. Joe truly understands the needs of the producer and works to provide the services necessary for the producer to become even better and more effective.

For the next three decades, I grew my business and earned many industry achievements including becoming a member of the Million Dollar Roundtable, Masters Qualifier, and MetLife Member of Chairman's Council.

Needless to say, I had a successful business. But I wondered if I could earn more if I ventured out on my own.

In 2010, I decided it was time to make a change.

I believed the independent channel looked more attractive than an agency environment, specifically because of payouts on specific products.

Bottom line, I thought the agency was taking more money than necessary and felt that my team should receive a higher percentage of revenue because we were doing all of the work.

After a lot of discussion and prayer, I made the decision to leave *Creative Financial Group*. I packed up my office and set out on my own.

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I quickly realized I had made a mistake. Sure, my payouts were higher as an independent broker but I didn't have the infrastructure to support my business.

Having to build the necessary infrastructure obviously eats into profits. In addition, what you thought you were getting in support from the independent channel isn't anything close to what you get at CFG.

After 4 months as an independent broker, I came back to *Creative Financial Group*.

I'm often asked what makes *Creative Financial Group* stand out in the marketplace.

As an experienced producer, I can honestly say there is no other firm or agency where you can go and receive the support from sales and marketing, including the proposal development process. *Creative Financial Group* fosters an environment that allows you to spend time doing what you are supposed to do, which is building relationships. These are some of the many great aspects of CFG that drew me back.

**For more information, please contact
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