

As Seen In

# Senior Market Advisor

## 2007 ADVISOR OF THE YEAR FINALIST



**R**ichard Berry has racked up a number of impressive statistics, beyond his \$28 million in 2006 annuity production. Working out of a small town, he spends a lot of time on the road, going up and down the North Carolina and South Carolina coasts. Referrals accounted for about two-thirds of his business, while seminars generated the remaining third, and he is able to close business about 70 percent of the time at the first appointment.

Bo Johnson, chief marketing officer at FIG Marketing, likens Berry to a Ferrari who truly outshines the Cadillacs. "We have 10,000 agents, and I've never met anyone like Richard Berry," Johnson says. "All his clients love him. He's the guy you want to have the ball in the last minute to make a play."

**RICHARD BERRY,**  
CSA, CLU, ChFC

President and owner of Berry Financial Group, Dillon, S.C.

**Family:** Married for 20 years to wife Jan; two sons and one daughter — Jordan, 17, Jamison, 14, and Jana, 10.

**Education:** Bachelor's degree from Francis Marion University

**Years in industry:** 20

**2006 Personal Production:**  
\$28 million in annuities