

Face to Face

MOVERS & SHAKERS

“Success happens after a long pattern of hard work and laying a foundation - you must have patience.”



> TERRY KENNEDY

President & CEO
Appreciation Financial *(8 years in NV)*

Type of Business: Insurance and Financial Services | Hails from: Phoenix, Arizona
8 years with company in Nevada | Based in: Las Vegas

How did you first get into your profession?

An agent met with me to go over my own financial goals and retirement savings. I realized that what he was doing was so important and that not enough people plan for the future. Instead of the meeting being about me, it became me picking his brain about what he does, how he did it and how I could do it too.

What business advice would you give someone just starting in your industry?

Success happens after a long pattern of hard work and laying a foundation - you must have patience.

What is your motto?

Helping people make and save money; it's the whole heart of what we do, simplified.

What is a little known fact about yourself?

I ride motocross as a hobby along with my 67-year-old father. It's a family hobby and we enjoy it. In fact, I'd say we're some of the best amateurs in our age classes.

What do you wish you would have learned at the beginning of your career?

That the key to having a successful team is getting people to do what you need them to do for their reasons.

What is your favorite thing about living in Nevada?

The weather! I love our warm weather. From a business standpoint, we don't have to close our home office or agent support call center due to snow or tornadoes. Plus, agents love to come to Vegas for meetings - who wouldn't?

What is the best moment of your career?

Each year at our national convention when I deliver the CEO address - I look out and see how large we've grown from the previous year. It's humbling and an honor. I know via numbers on a spreadsheet how much our salesforce grows - but to look out and see the faces of people who are building their own incomes because of the opportunity we've created feels amazing and I always know in that moment that I'm fulfilling my life purpose.

What do you want your legacy to be?

Having built a business that is a trifecta of doing good. Appreciation gives back to the community, helps public servants who devote their lives to helping others retire with dignity and provides career opportunities that help people create wealth to have a better life for their own families.