



## Michael Hoffman North Atlanta Insurance & Investments

Michael P. Hoffman founded North Atlanta Insurance & Investments, Inc. (NAII), a financial services organization, in 1990 to provide financial consulting services to individuals. The firm, based in Roswell, Georgia, a northern suburb of Atlanta, has grown and diversified its client base by adding additional services over the years. In addition to financial consulting services, NAII now offers financial and insurance products to active and retired law enforcement personnel as well as long-term care insurance to individuals. In April 2009 Michael was appointed to a three-year term on the Board of Directors of the Easter Seals North Georgia, Inc. where he will apply his financial background to assist the organization in maintaining financial growth and stability.

Michael provides consulting services to clients from all walks of life. As a financial services consultant, he designs financial strategies tailored to fit the individual's specific needs. His methodology takes into consideration the client's life situation such as age, number of dependents, financial goals, retirement plans, etc. and then balances risk versus return to develop the individual's investment strategy. His experience and knowledge of the financial markets and the various instruments available to help an individual either accumulate or preserve wealth brings value to his clients. Michael can recommend numerous products for his clients to consider. Typical investment tactics include stocks and bonds, annuities, life insurance, IRAs and Roth IRAs, 401Ks, Real Estate Investment Trusts (REIT), tax-free municipal bonds, and mutual funds.

Since 1996, Michael has taken his investment strategies and adapted them to meet the special needs of law enforcement personnel. NAII's "Financial Vest" program is an individualized plan that is intended to shield an officer and family from financial ruin in the event of an untimely death and/or simply aims to provide a mechanism to accumulate wealth. The program is dedicated to helping law enforcement officers and their families achieve financial peace of mind. This is

accomplished with personalized financial strategies to give individuals the tools to build a financial buffer that will provide a source of revenue and help with the costly responsibilities of daily life.

In recent years, Michael realized that the financial planning and needs of law enforcement personnel changed as they approached retirement. To help these officers and their families in this transition, Michael developed the "Senior Financial Vest" program. The "Senior Financial Vest" program is designed for law enforcement personnel thinking about or approaching retirement or those who have already retired.



In addition to the "Financial Vest" programs, Michael began offering long-term care insurance. In 2008, NAII was chosen by the Peace Officers Association of GA (POAG) to offer long-term care insurance to the association's 8,000 members.

Client service is a focus of NAII and has been the cornerstone of its operating philosophy since day one. Whether it is proactive services like the firm's Annual Review letter, which prompts clients to contact the firm to schedule an appointment to review their accounts, developing new service offerings to help his clients through the different stages of their life or simply reacting to a client's inquiry or

request, clients are quick to acknowledge that one of the best reasons for doing business with NAII is that the firm is always there for them.

Michael Hoffman is a graduate in Physics from Elizabethtown College, a Life Insurance General Agent, and a Registered Representative and General Securities Principal with Sammons Securities Company. He is a regular contributor to several law enforcement publications that carry his articles on insurance, investments and securities. Many of these articles can be found on his website, [www.financialvest.com](http://www.financialvest.com).

*Michael P. Hoffman is a Registered Representative of  
Sammons Securities Company, LLC Member FINRA/SIPC.*

*"Financial Vest" & "Senior Financial Vest" is not affiliated with Sammons Securities.*

*North Atlanta Insurance & Investments, Inc.*

*Branch Office: 9165 Eves Circle, Roswell, GA 30076*

*P: 800-600-6676 or 770-587-1103 E: [mhoffman@sammonsrep.com](mailto:mhoffman@sammonsrep.com) W: [www.financialvest.com](http://www.financialvest.com)*

*Copyright 2009, Financial Vest All Rights Reserved*