



Contact: Marc Kiner

Nov. 2, 2017

Email: mkiner@mypremierplan.com

Phone: (513) 247-0526

Las Vegas Financial Expert Chosen National Social Security

Advisor 2017 Advisor of the Year

Steven Roeth of Sun City Financial offers public financial seminars and free Social Security analysis appointments

The National Social Security Association has selected Steven Roeth, director of wealth management at Sun City Financial in Las Vegas, a National Social Security Advisor (NSSA®) Advisor of the Year.

The award was announced by Marc Kiner, board member of the National Social Security Association. Kiner is also a partner at Premier Social Security Consulting of Cincinnati, which teaches the NSSA® Advisor Social Security education courses to professional advisors across

the nation and awards the NSSA certificate to advisors who take the course and pass an assessment.

“Steve promotes Social Security education by hosting Social Security classes throughout his local community and accepting pro-bono Social Security analysis appointments,” said Kiner. “This honors the ethical code of NSSA—to educate and inform others on the topic of Social Security. He has become rather famous in southern Nevada as a Social Security expert.”

Roeth, 37, has worked in the financial services industry for 14 years, opening his own business as an independent life, annuity and health insurance broker in 2005. He expanded into commercial real estate development and business projects before selling his business and partnering with Sun City Financial in Las Vegas in 2015 to open its Wealth Management Division.

Sun City Financial is the largest Medicare and health insurance brokerage in the state of Nevada. Roeth offers fee-based financial advising and wealth management as an Investment Advisor Representative of Redhawk Wealth Advisors, Inc., an SEC Registered Investment Advisory firm headquartered in Minneapolis.

“In order to build and protect wealth, comprehensive financial planning is needed,” said Roeth. “Some people look at investment performance only, and neglect risk management or taxes. Less than 10 percent of people develop a formal financial plan. They don’t plan to fail, but a lot of people fail to have a plan.”

Roeth is a Chartered Financial Consultant (ChFC), the highest and most comprehensive financial planning designation in the finance services industry, according to the American College of Financial Services.

He served as president of the Las Vegas founding chapter of the Society for Financial Awareness (SFOA), a national nonprofit providing financial education from 2015 to 2016. He supports the Boy Scouts of America and is an Eagle Scout.

Since Roeth's NSSA Advisor designation in 2015, he has offered clients 480 pro-bono Social Security analysis appointments. He has taught 76 Social Security classes since 2015.

"A lot of financial education classes are designed to sell an annuity or wealth management services," said Roeth. "Mine are designed to help people learn some of the techniques they need to succeed in building and preserving wealth."

Roeth has served as a key note speaker on Social Security at the Cleveland Clinic-Lou Ruvo Center for Brain Health in Las Vegas; was a key note speaker at the "Age Well Expo: the largest senior citizen expo in Nevada in 2016 and 2017; and is author of an opinion piece on Social Security in the June, 2017 issue of Siena Magazine.

The National Social Security Association awards certificates to professional advisors who take the NSSA Advisors course and pass an assessment. More than 1,500 advisors have earned certificates since the program began in 2013. The NSSA certificate training will be offered in 19 cities across the nation in 2018.

For more information about the National Social Security Advisors certificate program, go to www.nationalsocialsecurityassociation.com or call Kiner at (513) 247-0526.

For more information about Roeth and Sun City Financial, visit www.suncityfinancial.com or call (702) 551-4949.

#