

## Jason Floyd, CFP®, CFT-I™, MSFP

As a **Certified Financial Therapist** - level one, Jason brings a unique perspective to Foundation. He enjoys the human side of financial planning and strives to connect with people to help understand their motivations, identify what drives them, and discover any issues. This allows us to assist clients by helping them think, feel, communicate, and behave with money differently based upon the latest evidence based financial therapy research and techniques.

Jason is also a self-described financial planning geek. In addition to becoming a CERTIFIED FINANCIAL PLANNER™ professional, he obtained his master's degree in financial planning (MSFP) earning a 4.00 GPA, with a concentration in financial therapy, and consumes a lot of financial planning content (he's listened to every Michael Kitces podcast!).

Like Brody, Jason began his studies and career in accounting allowing him to bring a bit of a **tax and accounting** perspective to the table as well.

Jason lives in Utah with his wife where they were just joined by their first child! He enjoys creating projects with his 3D printer.

*CFP Board owns the marks CFP®, CERTIFIED FINANCIAL PLANNER™, and CFP® (with plaque design) in the U.S.*