



H E R M A N A G E N C Y



Laurence E. Herman, JD, CPA, CLU, ChFC President & Chief *Experience* Officer

Larry Herman has been in the insurance and wealth planning business since 1992. Prior to that, he practiced tax and transactional law for seven years with Rudnick & Wolfe, a predecessor firm to DLA Piper which today is one of the world's largest law firms.

Since 1994, Larry has been the President and Chief *Experience* Officer of Herman Agency, Inc., an independent multi-carrier insurance brokerage agency that distributes life, long-term care, disability, and annuity insurance products nationally for more than 20 leading insurance companies. The Herman Agency provides a highly differentiated insurance brokerage experience that combines exceptional technical and planning skills with unparalleled client service.

Larry is a recognized industry thought leader and frequent speaker. A graduate of the University of Illinois at Urbana/Champaign and Northwestern University School of Law, Larry is a licensed attorney, Certified Public Accountant, Chartered Life Underwriter, and Chartered Financial Consultant.

He has held leadership positions in several industry organizations, including as a Board Member of the Chicago Estate Planning Council, National Association of Independent Life Brokerage Agencies (NAILBA), Brokerage Resources of America (BRAMCO), and the Greater Chicago Chapter of the Society of Financial Service Professionals where he also served as President. Larry's other professional memberships include the Association for Advanced Life Underwriting (AALU).

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