



Brandon Goff

Research Analyst

Brandon Goff joined Henssler Financial as an intern in January 2023. His strong skillset in security analysis led to a full-time offer as a Junior Research Analyst in June 2024. He was promoted to Research Analyst in February 2025. Mr. Goff is part of the Henssler Portfolio Committee that oversees the Henssler Traditional Model portfolio as well as the Henssler Income and Small-Mid portfolios.

As a Research Analyst, Mr. Goff provides the firm with company-specific investment risk and return analysis, asset allocation and macroeconomic analysis, and assists with portfolio construction and implementation.

During his time at Kennesaw State University, Mr. Goff served as the Chief Investment Officer for the KSU Student Managed Investment Fund, LLC. In 2024, Mr. Goff was part of Kennesaw State University's team that won the CFA Institute Research Challenge Southern Classic, a multi-stage competition against universities affiliated with the CFA Society of Atlanta, Alabama, and South Carolina. Participants work in teams to analyze a publicly traded company, develop a professional research report, and present their findings to a panel of industry experts, providing students with hands-on mentoring and intensive training in financial analysis.

He also worked at Ameris Bank for nearly two years, holding roles as a teller and universal banker.

Mr. Goff earned a Bachelor of Business Administration, with a major in Finance, from Kennesaw State University. He is Bloomberg Certified.



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Henssler Financial is a financial planning and money management firm with assets under advisement of approximately \$3.76 billion as of September 30, 2025. Henssler Financial, which includes federally registered investment adviser G.W. Henssler & Associates, Ltd. and is headquartered in Kennesaw, Georgia, a suburb of Atlanta.

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