Branson Nelson

Financial Planner

Branson Nelson is a Financial Planner in the Planning & Implementation Department. His responsibilities include assisting Managing Associate K.C. Smith, CFP®, CEPA, and Associate Adam Stadalius, CFP®, reviewing client asset allocation and cash flow projections, and client services support duties, including processing client information.

Mr. Nelson joined Henssler Financial in May 2024 as a Client Service Associate, responsible for preparing and processing documents, performing money transactions at the Financial Planners' and clients' discretion, and processing check deposits and account withdrawals. He was promoted to Financial Planner in April 2025.

Prior to joining the firm, Mr. Nelson served as a Private Client Associate, with Janney Montgomery Scott, a wealth management and investment banking firm, supporting Financial Advisors by strengthening client relationships, coordinating marketing efforts, and executing productivity-based campaigns. He also played a key role in client service and operations, ensuring timely communication and leveraging firm technology to enhance overall efficiency.

Mr. Nelson earned a Bachelor of Business Administration in Finance from the Coles College of Business at Kennesaw State University, and is currently enrolled in the CFP® Education Programs through Boston Institute of Finance in partnership with Bryant University. Mr. Nelson is a Registered as an Investment Advisor Representative (IAR) with Series 66 qualification.

3 Years of Financial Services Experience

Henssler Financial is a financial planning and money management firm with assets under advisement of approximately $3.41 billion as of March 31, 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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