HENSSLER Financial

Clay Norman, CFP®

Associate

Clay Norman, CFP®, is an Associate for Henssler Financial. His responsibilities include managing client accounts on a day-to-day basis, and working with clients to develop, implement, and monitor their financial plan.

Mr. Norman joined the firm in April 2018 as a Client Service Associate, supporting the firm's Financial Planners and Associates. In 2019, he was promoted to Financial Planner, and in 2020 became a Senior Financial Planner where he assisted with reviewing client asset allocation and cash flow projections, and processing client information.

Mr. Norman was promoted to Associate in 2023, and works closely with Managing Associate Jarrett McKenzie, CFP®, CWS®.

Prior to joining the firm, Mr. Norman was a Client Service Representative for industrial and safety equipment provider Vallen Distributions. He also worked as a Client Service Associate at The Money Advisor Group in Columbus, GA.

Mr. Norman earned his Bachelor of Business Administration in Finance at The Turner College of Business at Columbus State University. He completed a Certificate in Financial Planning from Kennesaw State University and is a Certified Financial Planner™ Certificant.

Certified Financial Planner™ Certificant

8 Years of Financial Services Experience

Henssler Financial entities ("HF") shall mean and refer to any and all subsidiaries, parent or sister corporations, limited liability companies, partnerships or other entities or entity controlling, controlled by or under common control with said corporations or entities, including, but not limited to, G.W. Henssler & Associates, Ltd., a federally registered investment adviser, d/b/a Henssler Financial; Henssler CPAs & Advisers, LLC; Henssler Capital, LLC; Henssler Property Management, LLC; Henssler Insurance, LLC, and Henssler Norton Insurance, LLC. HF is not an investment adviser.

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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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