HENSSLER Financial

Sam Greckel, CFP®

Senior Financial Planner

Sam Greckel, CFP®, is a Senior Financial Planner in the Planning & Implementation Department. Her responsibilities include assisting Managing Associate K.C. Smith, CFP®, CEPA, and Senior Associate Logan Daniel, CFP®, CRPC®, with preparing and reviewing client asset allocation, client cash flow projections, processing client information, and client meeting preparation.

Ms. Greckel joined Henssler Financial in January 2021 as an Intern in the Planning & Implementation Department. She accepted a full-time position as a Client Service Associate in May 2021. In January 2022, she was promoted to Financial Planner and to Senior Financial Planner in February 2025. Her duties also include assisting the Associates in rebalancing accounts, opening and closing of accounts with custodians, monitoring cash flows, and compiling accurate client review data. Ms. Greckel also assists with training new cohorts of interns.

Prior to joining the firm, Ms. Greckel was a Parking and Transportation Student Worker at Georgia College & State University, assisting students, staff, and visitors with parking and transportation services on campus. She also worked as a Financial Reporting Intern at Voya Financial.

Ms. Greckel earned her Bachelor of Business Administration in Accounting from Georgia College & State University. She is a Certified Financial Planner® certificant.

Certified Financial Planner® Certificant

5 Years of Financial Services Experience

Member of Financial Planning Association

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Henssler Financial is a financial planning and money management firm with assets under advisement of approximately $4.03 billion as of June 30, 2026. 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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