HENSSLER Financial

Gene W. Henssler, Ph.D.

Founder

Gene W. Henssler, Ph.D., is the Founder of Henssler Financial. Dr. Henssler is responsible for the overall direction of the firm, which offers financial advice and portfolio management to individual, corporate and institutional clients. The firm was established by Dr. Henssler in March 1987 at the urging of friends and acquaintances who sought his counsel and advice for investing their money.

After earning both his Master of Business Administration and doctorate in finance at the University of Michigan, Dr. Henssler taught at Georgia State University, University of Toledo and Grand Valley State University in Michigan. In 1986 he became a Professor of Finance at Kennesaw State University, taking an early retirement in 1996. Dr. Henssler holds the title of Professor Emeritus of Finance at Kennesaw State University.

Dr. Henssler was named to the 2021 Atlanta Five Star Wealth Managers list that was published in the October 2021 issue of Atlanta magazine. The Five Star award goes to wealth managers who satisfy 10 objective eligibility and evaluation criteria that are associated with wealth managers who provide quality services to their clients.

Dr. Henssler was recognized by Barron's Magazine "Top 1,200 Financial Advisors." Barron's published their annual state-by-state listing of financial advisors in the March 11, 2019 issue. Coming in at No. 17, Dr. Henssler has made the Georgia list since 2014.

Tapped by Atlanta talk radio, he founded "Money Talks," an investment advice radio show. The show aired for 38 years with a loyal following. In 2019, Dr. Henssler was honored with the Founders & Directors Award at the Georgia Radio Hall of Fame. The special award is given to Georgia radio professionals who have excelled but may not have received the recognition they deserve.

Dr. Henssler has appeared on the network affiliate TV stations in Atlanta, Georgia Public Television, as well as nationally on CNN, CNBC, Bloomberg Television, and Fox News. A former columnist for the Atlanta Business Chronicle, Dr. Henssler has written numerous articles for newspapers, magazines and professional journals dealing with a wide variety of financial topics.

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. ("GWH"), a federally registered investment adviser, d/b/a Henssler Financial; Henssler CPAs & Advisers, LLC; Henssler Capital, LLC; Henssler Property Management, LLC; Henssler Realty, LLC; Henssler Insurance, LLC; and Henssler Norton Insurance, LLC. Only GWH is an investment adviser.

The 2021 Five Star Wealth Managers list published in the October 2021 issue of Atlanta Magazine. For more information on the Five Star award and the research/selection methodology, go to http://fivestarprofessional.com/ref/research/WM_ResearchMethodology.pdf. Contact Five Star Professional at info@fivestarprofessional.com for additional information regarding the selection process. The Five Star award is not indicative of a wealth manager's future performance, nor is there any guarantee that the selected professionals will be awarded this accomplishment by Five Star Professional in the future.

Barron's 2019 "Top 1,200 Financial Advisors" published in the March 11, 2019 issue of Barron's. Barron's publishes four financial advisor rankings each year: The Top 100, The Top 100 Women, The Top 100 Independents and The Top 1,200, in which advisors are ranked on a state-by-state basis. The formula Barron's uses to rank advisors is proprietary. It has three major components: assets managed, revenue produced and quality of practice. Investment returns are not a component of the rankings because an advisor's returns are dictated largely by the risk tolerance of clients. The quality-of-practice component includes an evaluation of each advisor's regulatory record. For more information on rating methodology, go to http://online.barrons.com/report/top-financial-advisors. The rating may not be representative of any one client's experience because it reflects a sample of all the experiences of the Financial Advisor's clients. The rating is not indicative of the Financial Advisor's future performance. Neither Henssler Financial nor any of its Financial Advisors pay a fee to Barron's in exchange for the rating.

Henssler Financial is a financial planning and money management firm with assets under advisement of approximately $3.94 billion as of March 31, 2026. Henssler Financial, which includes federally registered investment adviser G.W. Henssler & Associates, Ltd. and is headquartered in Kennesaw, Georgia, a suburb of Atlanta.

Doctorate of Finance

Professor Emeritus of Finance at Kennesaw State University

2021 Atlanta Five Star Wealth Manager

A Barron's "Top 1,200 Financial Advisor"

2019 Founders & Directors Award Recipient, Georgia Radio Hall of Fame

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