HENSSLER Financial

Jasmine Baka

Onboarding Specialist

4 Years of Financial Services Experience

Jasmine Baka serves as an Onboarding Specialist for Henssler Financial, complementing Client Success Manager Erica Martin in the process of bringing new clients onboard and ensuring a smooth transition to the Planning Team. Ms. Baka is responsible for obtaining necessary client information, setting up accounts, explaining service offerings, and addressing any questions or concerns the client may have.

Ms. Baka joined Henssler Financial in May 2022 as a Client Service Associate in the Planning & Implementation Department, where she assisted Associates and Financial Planners with meeting preparation, compiling accurate client review data, and addressing client concerns.

Ms. Baka's duties also included processing deposits and withdrawals at the Financial Planners' and clients' discretion, enters client data related to cash flow projections, and performs administrative tasks including updating meeting notes and processing client information.

Prior to joining the firm, Ms. Baka spent 10 years in the culinary industry, specializing in cakes and pastries. She spent four years as a cake baker and decorator for an employee-owned American supermarket chain, responsible for the daily production of cakes, cupcakes, assorted desserts, pastries, doughnuts, and bread. She also designed and created wedding and specialty cake orders.

Ms. Baka earned a Bachelor of Science in Food Service Management with an Associates in Baking & Pastry from Johnson and Wales University in Charlotte, N.C.

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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.

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