Erica Martin

Client Success Manager

10 Years of Financial Services Experience

Erica Martin is the Client Success Manager for Henssler Financial. She plays an integral role in developing the firm's central Customer Relationship Management system for our clients, in addition to handling new clients from the start of their relationship with our firm until their accounts are open and funding is in progress. Once established, Ms. Martin transitions the client's customer service experience to the Planning Team.

Additionally, Ms. Martin, assists the Operations department with many of our new client initiatives. She also acts as the supervisor for the Client Service Associates and continues to support our Associates and their teams in the servicing our existing clients as needed.

Ms. Martin joined the firm in January 2016 as a Client Service Associate supporting the firm's Financial Planners and Associates. She then transitioned into the Financial Planner role where she assisted in the running of client cash flow projections, processing client information and client services support duties. Her experience with our firm created a great foundation and was a key factor into her transition to the Client Onboarding Supervisor position in 2020. She was promoted to Client Success Manager in 2024.

Prior to joining the firm, Ms. Martin spent nearly seven years in the restaurant service industry, advancing to General Manager. Her responsibilities included coordinating inventory control initiatives, handling bookkeeping and account reconciliation, and enhancing customer loyalty by ensuring exceptional service.

Ms. Martin earned a Bachelor of Arts in French Studies from Kennesaw State University and is fluent in French.

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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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