Jacob Pritchard, CFP®

Financial Planning Strategist

Jacob Pritchard, CFP®, is a Financial Planning Strategist for Henssler Financial, His responsibilities includes providing ongoing support and training to the Planning & Implementation team, optimizing the use of planning software, training staff on software enhancements, and assisting with developing planning strategies around current economic, tax, and financial market environments.

Mr. Pritchard joined the firm in January 2020, as a Financial Planner, providing support with meeting preparation, processing client information, and client support services. He was promoted to Senior Financial Planner in 2024 and to Financial Planning Strategist in 2025.

Before joining Henssler, Mr. Pritchard was a Paraplanner for Turnkey Planning Solutions, where he worked with advisers across the nation to provide holistic planning support across all areas of financial planning. He supported advisers by producing comprehensive financial plans for clients, which included net worth statements, cash flow projections, 401(K) allocation reviews, and pension analyzes. He also contributed to financial advisory meetings, by walking clients through custom-built portals, which provided detailed information on their financial situation.

Throughout his college career, Mr. Pritchard interned at SignatureFD, where he provided planning support to assist advisers in preparation for client meetings. Mr. Pritchard was also involved in the Volunteer Income Tax Assistance Program and served as a Teaching Assistant for the retirement planning classes offered.

Mr. Pritchard earned his Bachelor of Science in Family Consumer Sciences, Financial Planning, from the University of Georgia. He is a Certified Financial Planner® Certificant.

Certified Financial Planner® Certificant

8 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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