Jeff specializes in working with individuals and business owners who are serious about their financial futures. In 1994, Jeff started Prentice Financial Services, Inc., an insurance and financial services company. Since he first started in the industry, Jeff has had a strong commitment to continued education, and believes it shows his commitment to his clients’ success.

Jeff lives in Oswego, Illinois with his wife and their two daughters. In his free time, he enjoys golfing and fishing.

Education: B.S., Finance, Western Illinois University.

Credentials: Registered Representative – Securian Financial Services, Inc., Chartered Life Underwriter® (CLU®), Chartered Financial Consultant® (ChFC®), Certified Financial Planner™ professional (CFP®), Certified Fund Specialist (CFS), Master of Science of Financial Services (MSFS), Registered Employee Benefits Consultant (REBC), Certified Exit Planner (CeXP), Accredited Estate Planner (AEP), Retirement Income Professional (RICP).

Organizations: Member National Association of Insurance and Financial Advisors (NAIFA), Business Exit planning Institute (BEI), and Premier Resource Group (PRG).

Awards and club membership are based primarily on commissions, premiums, or fees generated from investment and insurance products and other criteria relative to leadership, achievement, and recruiting. Working with this individual or firm is not a guarantee of future financial results. Investors should conduct their own evaluation.

Jeff Prentice is a registered representative and investment advisor representative of Securian Financial Services, Inc. Member FINRA/SIPC. Securities and investment advisory services offered through Securian Financial Services, Inc., Member FINRA/SIPC. Prentice Financial Services, 37F Stonehill Road, Oswego, Illinois 60543, is independently owned and operated.

T# 1918760 DOFU 08/2021