

Troy Woods

Managing Partner

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Troy's role with the company is to provide leadership to the team and use his 29 years of field experience to assist trusted advisors as they serve their client's insurance needs.

Troy's Approach

Whether it is brainstorming together on an insurance solution over the phone, providing "point-of-sale" joint case support, or something in between, Troy brings a servant's attitude to the process and results appropriate to the situation follow. Troy has been successful being a part of many teams where families were served and made decisions to take care of their loved ones, estates, and businesses. While this process doesn't always result in an insurance solution being implemented, many times they do as evidenced by Troy being a life and qualifying member of the Million Dollar Round Table with numerous Top of the Table and Court of the Table qualifications.

The goal is to assist trusted advisors in establishing a process and engaging the client as a team with the other professionals in the client's life. It all starts with asking good questions, actively listening, and clearly understanding the client's objectives. With objectives defined contrasting those with their current situation, drawing observations where there are gaps, and ultimately educating the client on solutions puts the client in a position to make an informed decision. This process creates a natural, comfortable approach to planning and implementation.

At Element, Troy and team are committed to bringing timely, current case design thinking along with the tools to make it easier for the advisor to assist their client in understanding the insurance solution. Combined with a



proactive underwriting model, a broad, independent portfolio of insurance carriers and products, and you have the recipe for a winning solution and satisfied client.

Background

Troy received his B.A. in Business Administration with a double major in Business Finance and Banking and Financial Markets from the University of Nebraska at Omaha. He started his career in the financial services industry immediately after graduation in 1991.

Troy, his wife, and four children live in Omaha, Nebraska where they enjoy an active life outside of work and school, which includes boating, sports, and church activities.

