



## Scott Ebert

Financial Services Representative  
Principal Securities Registered Representative  
Investment Adviser Representative



*Ready to focus on your financial goals? I can help.*

*Your goals — my focus. Let's put strategies to work for you. Whether your priority is personal finances, your business, or both, I'm committed to helping you succeed.*

**Let's connect to get started:**

715-835-5113, Ext. 111

[Ebert.Scott@Principal.com](mailto:Ebert.Scott@Principal.com)

4410 Golf Terrace – Suite 201

Eau Claire, WI 54701

Scott joined the Wisconsin Business Center in January of 2013 as a Principal Securities Registered Representative and Investment Advisor Representative. Prior to The Principal®, Scott worked for 25 years in the Wholesale Distribution Business. Scott has extensive experience working with business owners, managers, manufacturing reps and brokers. Scott has always had a passion to help those around him, and that drive is what landed him at The Principal®.

Scott earned his Bachelor of Business Administration degree in 1995 from the University of Wisconsin – Madison. Scott has been involved with the St. Croix Valley Home Builders Association; Wisconsin Builders Association; Minnesota Service Station Association; Menomonie Area Chamber of Commerce; Eau Claire Chamber of Commerce; and is currently a board member for NAIFA Big Rivers.

Scott currently resides in Menomonie, WI, with his wife, Deanna and their three children, Benjamin, Jake, and Ray. Scott and his wife also own and operate a Community Based Residential Facility (CBRF), which is located in Menomonie, WI. Scott enjoys many outdoor activities, like hunting, snowmobiling, making maple syrup, and boating.

Scott thinks about financial planning a lot like the concept of “eating an apple”. You cannot eat it all at once. For many, taking the first bite seems the most difficult. People tend to put it off until “later” or “a better time”. If you never take the first bite, the apple remains uneaten, and sits on the shelf waiting. On the other hand, if you take the first bite, usually that leads to another, and another, and before you know it, piece by piece, the apple disappears and we find out that it's actually good for us and we feel better.

Contact Scott to further discuss how to get started with your financial planning and “take the first bite”.

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