



Brian M. Goode

Financial Services Representative
Principal Securities Registered Representative
Financial Advisor



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:

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Brian Goode has over 20 years of financial services experience. Brian concentrates his efforts working with individual clients primarily in the machinist and steelworker unions. He also assists small-to-medium-sized businesses. Brian's goal is to help create financial independence for all of his clients. Brian practices building strong lasting relationships through connection, communication, and compassion. With what he calls The "Three C's of Success," he has helped many clients throughout southeastern Wisconsin. Brian continues to strive for excellence in the service he provides his clients.

On the personal side, Brian earned a Bachelor of Science degree from Carroll University in Waukesha, Wisconsin. Brian lives in the town of Raymond in Racine County with his wife Patti, and their two daughters. He enjoys coaching his daughter's softball team, also the outdoors with his family, including four-wheeling, snowmobiling, boating, and fishing. Brian competes in triathlons during the summer and stays in shape by running road races. Brian is a huge Jimmy Buffett fan and loves a good concert with Jimmy and friends anytime.

Brian Goode is licensed in IL, WI to offer insurance products, and life insurance (including variable life), annuities (including variable annuities), and is securities registered in IL, MI, WI.

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