

## Rick Love

Financial Services Representative  
Principal Securities Registered Representative

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



*Let's put the strategies together 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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### EXPERIENCE

Prior to joining Principal in 2011, Rick dedicated twelve years to Business and Retail Consultative Services where he facilitated high-end visibility, longevity, and communications for his business clients in the Greater Sacramento & Placer Counties. But he found himself looking for more. Rick sought a greater way to impact lives, far beyond the business contract; he wanted to influence people on a deeper, more meaningful scale and long-term basis. Thus, he found his permanent home serving in unique ways that impact lives for generations.

### RICK SPECIALIZES IN

Business Owners and Corporate Officers have little time to dedicate to all that is necessary with working towards managing taxes, building employee loyalty, and protecting the company from unforeseeable financial storms. Yet, these fundamentals are central to the longevity of any successful business.

Rick Love helps empower Business Owners, Corporate Officers, and their employees towards achieving their highest goals and protecting their most valuable assets. Rick's passion is People—not products; and serving needs first, every time.

Rick helps develop strategies in:

- Business Owner Tax Liabilities
- Key Employee Retention & Recruitment
- Retirement Benefits/Savings
- Executive & Group Health Plan Benefits
- Business Continuity
- Informal Business Valuation