Sheryl J. Moore

Advantage Group Associates, Inc.

Nomination for 2013 Woman Business Owner of the Year

I have been in the life insurance and annuity wholesaling business for 16 years and in the banking industry 16 years prior to that. I have never encountered a more passionate person for the product she delivers than Sheryl Moore. She is a sponge for information. Her retention of information is phenomenal. Sheryl and her team do intense analysis and research so that they can deliver accurate and usable information not only to her clients, but to the industry. She’s a straight shooter and tells it like it is. Our firm has been a client for over four years now and Sheryl and her team continue to enhance the product they deliver. It’s usable information whether we’re using to endorse a particular insurance product or if we’re competing against a product. The tools provided can make or break a sale with our advisors. We count on accurate and concise information and we get it from them.

Sheryl’s love for the insurance industry makes her high energy extremely addictive. We couldn’t be more fortunate to have her on the side of NAFA and NAFA’s efforts to keep the life and annuity industry client oriented and compliant. I’ve never been around a more knowledgeable young business person or one so passionate about sharing her knowledge.

I’m glad we have her on our team!

Respectfully,

Paula (PJ Behrens

Director of Annuity Marketing

For Davis Life and Annuity

West Des Moines, IA

515-222-0720