Jonah Buchanan

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My Key Qualifications

- Financial advisor experience across bank and brokerage wealth platforms, currently advising a branch- and referral-driven book at **BOK Financial**.
- Grew managed and advised client assets in a branch referral model, adding **$18.4M in net new assets** since 2023 through planning-based recommendations.
- Active **Series 7 and Series 66** licenses, plus an Arizona life insurance license for protection planning conversations.
- Built **63 retirement income plans in 24 months** in MoneyGuidePro, modeling distribution strategies, Social Security timing, and withdrawals.
- Used **MoneyGuidePro plans** to expand advisory penetration from 38% of book to 54% via rollover, insurance, and managed account opportunities.
- Partners with branch leaders and mortgage and business banking teams on referrals, lifting **referral-to-client conversion from 21% to 31%**.
- Portfolio analysis and rebalancing in **Morningstar Advisor Workstation and Envestnet**, rebalancing 112 accounts in 2022 fully within policy guidelines.

Experience

Financial Advisor — **BOK Financial**, regional bank and wealth management company

Apr 2023 – Present · 3 yrs 7 mos

- Grew managed and advised client assets by $18.4M in net new assets since April 2023 by converting branch referrals, leading discovery meetings, and presenting planning-based investment recommendations.
- Expanded advisory penetration across existing households from 38% of book to 54%, using MoneyGuidePro plans to surface rollover, insurance, and managed account opportunities.
- Strengthened retirement income recommendations for near-retiree clients, completing 63 retirement income plans in 24 months modeling distribution strategies, Social Security timing, and portfolio withdrawals.
- Improved referral productivity with branch leaders, mortgage officers, and business banking teams: referral-to-client conversion rose from 21% to 31%, supported by a monthly follow-up cadence and pipeline tracking in Salesforce.
- Reduced compliance rework on new account and suitability submissions, cutting returned paperwork from 9 files per quarter to 2 by standardizing documentation checklists for advisory, brokerage, and annuity recommendations.
- Conduct discovery meetings, build financial plans covering retirement, education funding, protection, and investment allocation, and rebalance accounts with documented recommendations in Salesforce.

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Investment Consultant — **Raymond James**, US wealth management and brokerage firm

Jul 2021 – Mar 2023 · 1 yr 8 mos

- Won new rollover and advisory relationships from retirement plan assets, bringing in $7.6M in rollover assets over 21 months by prospecting 401(k) participants, running retirement illustrations, and presenting IRA and managed account options.
- Supported IRA rollovers and made mutual fund, ETF, and managed account recommendations for brokerage and advisory clients, conducting portfolio reviews and risk tolerance discussions to align accounts with client goals.
- Rebalanced 112 accounts in 2022, with 100% of trades completed within policy guidelines, using Morningstar Advisor Workstation and model allocation targets to monitor drift and recommend adjustments.
- Built a structured annual review calendar tracked with Salesforce tasks, raising review completion from 62% of households to 81% and deepening recurring planning activity with existing clients.

Education

- **Arizona State University** — Bachelor of Science in Finance · 2017 – 2021

Skills

- **Financial Planning & Advisory:** Financial Planning, Retirement Income Planning, Portfolio Construction, IRA Rollovers
- **Business Development:** Prospecting, Relationship Management
- **Advisor Technology:** MoneyGuidePro, Salesforce, Morningstar Advisor Workstation, Envestnet

Certifications

- **Series 7** – FINRA (2021)
- **Series 66** – FINRA (2022)
- **Arizona Life Insurance License** – Arizona Department of Insurance and Financial Institutions (2023)