



# Advisor Leadership Council



## Trey Cure, CWS®

OWNER

### OFFICE

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**Cure**  
FINANCIAL

Trey Cure leads the Cure Financial team. He takes part in all client meetings, helps with the direction of investment strategies, and has a deep knowledge of risk management, estate planning and simplifying complicated issues for clients. Since the early part of his career, he's assisted planners with case design and estate planning and continues to service a large group of planners with their life insurance needs.

Trey enjoys working with clients who understand that retirement is about meaning, purpose, and energy. He wants to help clients financially so they can make the most out of their retirement years. He enjoys helping clients dream about what their retirement years could be and helping them reach those goals. He maintains the Certified Wealth Strategist® designation, as well as holding FINRA Series 7, 24, and 63 securities licenses. He is also an Investment Advisor Representative with Royal Alliance Advisors and a General Lines Agent qualified for life, accident, health and HMO insurances.

In his free time, Trey enjoys spending time outdoors. He especially enjoys boating, fishing, hiking and canoeing. He is involved in many charitable organizations, including Boy Scouts of America, faith organizations, and the Volunteer Center of Collin County, among others.

## MISSION STATEMENT

*To provide a voice from Advisors directly to the firm and the broker dealer. Consistent, two-way communication and engagement to enhance the partnership, develop and maintain the firm culture, and ensure the synchronization of goals. Be a leader to the firm's advisors and partners.*