

## Jones Receives Behavioral Financial Advisor™ Designation



**Mount Laurel, May 4, 2020 ([Issuewire.com](http://Issuewire.com)) - *Jones Receives Behavioral Financial Advisor™ Designation***

The Kaplan University School of Professional and Continuing Education in conjunction with Think2Perform® has awarded Scott E. Jones the Behavioral Financial Advisor™ designation. The BFATM designation represents Jones has received additional training on the integration of behavioral techniques that are founded in traditional finance, psychology, and neuroscience. These behavioral techniques will assist the advisor and the client in making better decisions with and about money in the presence of competing and difficult to deal with emotions. The integration of these concepts from the fields provides a framework for helping clients make better decisions throughout the financial planning process by aligning the plan with each client's personal values while helping them achieve their goals along the way. Improving decision-making behavior increases the effective usage of the financial plan by positively influencing spending and saving behavior. BFATM professionals are required to complete 20 hours of continuing education annually.

Jones is a financial advisor affiliated with Investacorp, Inc. and is the founder of Genesis Wealth Advisor Group, LLC. Genesis provides comprehensive financial services in the areas of financial planning, investment management, and multigenerational wealth and estate planning.

Since joining Investacorp, Jones, and his staff at Genesis Wealth Advisor Group attend conferences and training workshops in an ongoing effort to best serve their clients.

"I've been committed to taking part in training opportunities and professional development conferences throughout my career because they not only educate me about trends in the industry, but they provide me with tangible solutions to running a better business and meeting my clients' needs," Jones said.

Jones began his financial services career at Ameriprise Financial. He holds the FINRA Series 7 and

NASAA Series 66 licenses, along with licenses for Life, Disability, and Long Term Care Insurance, and the Chartered Retirement Planning Counselor and Registered Financial Consultant designations. Jones has been active in the Southern New Jersey and Philadelphia communities through his leadership roles in the Kiwanas Club of Greater Mount Laurel, Cancer Research Institute of New Jersey, and Delaware Valley Chapter of Cystic Fibrosis Foundation.

### ***About Think2Perform***

Think2Perform has trained thousands of advisors on the concepts of Behavioral Financial Advice across the globe, including the United States, Canada, Brazil, Spain, Germany, Netherlands, Ireland, UK, India, Malaysia, Korea, Australia, New Zealand, and Puerto Rico.

### ***About Investacorp***

Founded in 1978, Investacorp is an independent financial services firm headquartered in Miami, Florida. Our national network of financial advisors provides investment solutions and wealth management advice to individuals, families, business owners, and institutions. Investacorp is a part of the Advisor Group network of broker-dealers.

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