

Financial Services Representative

Fred Shlesinger



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Princor Registered Representative

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A dynamic presenter, Fred Shlesinger is a Renaissance man with a diverse background and varied interests that allow him to relate to large audiences on a variety of topics. He understands critical life choices after making one of his own when entering the financial services industry in 2005 after a successful 27 year career running men's clothing companies. Fred is a successful financial professional, and he additionally devotes a great deal of his work week to helping business owners and individuals in their education for greater financial and personal efficacy.

Fred seamlessly pulls together his 30+ years of experience as a professional musician entertaining various types of people in a variety of venues and his stand-up comedy experience in early 1970's New York. Fred has a very unique presentation style and enjoys a more interactive approach in his presentations and classes using the three E's of Entertainment, Education, Enlightenment and Enrichment in all of his interactions. Because of his style and the value that he brings to so many, he was invited to speak at FastSign's National Conference of Franchisees in 2007.

But Fred is no stranger to hard work in the trenches. In his first full production year with the Principal Financial Group®, he earned the prestigious award of “New Producer of the Year“, a national award in which he competed with over 400 new agents in The Principal® organization. He also led the Southwest Region in Disability Income Insurance sales. His second year, 2007, he added financial education classes to his schedule, and worked hard in the 401(k) and individual D.I. markets looking for small business owners that were in need of a financial professional. . He led the Southwest region in most 401(k) plans written, and in the most Disability Income Insurance earnings. He won the Fort Worth Association of Insurance and Financial Advisors 2007 New Producer of the Year award as well and was the 2007 Outstanding Agent of the Year for the Southwest Region.

In 2009 he added mentoring new representatives to his teaching role. While helping them in the field, he continues to work closely with new clients and existing ones to build their financial future in these very challenging times. After a great 2009, Fred ended up among the top 50 representatives at The Principal and will attain his fourth Principal Premier Club.

Fred continuously teaches three workshops throughout the Dallas – Ft. Worth business community, including Financial Wellness, Success in Selling, and How to Make Lemonade Out of Lemons for those in transition. He teaches quarterly at Collin County Community College as part of their Continuing Education program, University of Texas at Dallas, and is on the Advisory Council for S.I.F.E. (Students in Free Enterprise). Fred works closely with Jewish Family Services, and many out-placement firms such as DBM, LHH, Right Management, Career Jumpstart, and many more fine organizations.

In 2008 he taught over 30 Financial Wellness Workshops, and in 2009 taught close to 70 Workshops while he maintained his status among The Principal top producing Senior Financial Representatives. Financial success conveyed through education and teaching is a passion that has separated Fred from so many other representatives.

Personally, Fred is especially passionate about, and proud of, his talented and successful family. His wife Barbara is a successful actress and singer. His daughter Iliza Shlesinger was 2008’s winner of the NBC show Last Comic Standing and has embarked upon a successful stand-up comedy, TV, stage and film career. His son, Ben, is in the music business in Los Angeles, CA. Fred also has two budding performers at home in his musically gifted son, Brad, and actress/singer daughter, Emily.



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