

Financial Representative

James Sayas



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Princor Registered Representative

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James began his financial career as an Equity Options Trader with SWD Investing. Managing risk in ever-changing market conditions was his specialty. He uses that experience to manage clients' portfolios within an individual time frame and risk tolerance. He works with his clients to help build wealth and protect assets, while increasing tax efficiencies. His personalized approach creates a custom blueprint to guide clients toward their financial goals.

James transferred to Wisconsin in January 2010 after a 4-year stint in Chicago at the Illinois Business Center. James is a member of the Business Owners and Executive Solution program at the Principal®. He works with a team of specialists to provide solutions for business owners and employees. He believes that growing up in a small family business really helped him understand the unique financial and professional challenges that small-to-medium size businesses face.

"With every challenge, there are opportunities, and that is what I enjoy most about my role in people's financial futures. I get satisfaction out of creating solutions that help improve people's lives."

He is a fan and supporter of his alma mater, the University of Wisconsin-Madison, having been a letter winner from the wrestling team. He now coaches the Brookfield East Wrestling Team. When not competing, coaching, or watching sports, he focuses on giving back to the community. He uses his financial skills to fundraise for his church, cancer research, and youth mentoring.



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