

# Susan "Susie" Allen, LUTCF



**Susan Allen, LUTCF**  
**Financial Services Representative**  
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Susan "Susie" Allen, LUTCF is a Principal Life Financial Representative, a Princor Registered Representative and an Investment Advisor Representative with the Milwaukee Business Center of the Principal Financial Group®(The Principal®). Susie joined The Principal in March 2005 with 19 years of experience in the insurance and financial services business.

Specializing in retirement, and estate planning markets, she enjoys working with clients to help them protect their assets and achieve their financial goals. Service, follow up and teamwork is a must with Susie.

A past president of the National Association of Insurance and Financial Advisors –Southeast local she still serves on the board as National Committeeperson and has been a member since 1986. She serves as a Secretary/Treasure for the State of Wisconsin Association of Insurance and Financial Advisors. In 2000, Susie received the Distinguished Service Award from the Milwaukee Association of Insurance and Financial Advisors.

"I love what I do, I enjoy helping and assisting my clients to protect themselves and their families. I believe we all have enough stress in our lives, so my goal is to provide some comfort to my clients when it comes to planning for the future."



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