



Financial Advisors of Delaware Valley

John L. McKeever, III, CLU[®], ChFC[®]
Financial Advisor

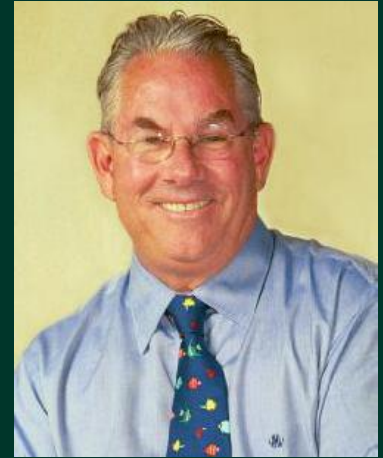
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From his forty-three years of experience, John McKeever brings to his clients a well-defined understanding of financial objectives. The key to building a successful business has been his belief in developing sustained long-term relationships with clients and helping them reach their financial goals through investment strategies and financial planning.

John L. McKeever, III, ChFC[®], CLU[®], RFG, is a Registered Representative and Financial Advisor with Princor Financial Services Corporation, and a Principal Life Financial Representative. He is a graduate of Villanova University earning a B.S. in economics.

Speaking and educating groups on the topics of personal financial planning and deferred compensation is a significant part of John's business. He teaches a class for the American Institute of Financial Gerontologists entitled, "*Financing Longevity*." This institute awards the Registered Financial Gerontologist (RFG) designation. He did a short series entitled, "*The Financial Planner*" which aired nationally for Public Broadcasting (PBS). John has also participated in a panel discussion that resulted in an article being published in the Wall Street Journal magazine and was interviewed by Financial Planning magazine for their March 2006 publication.

John earned the professional designations of Chartered Financial Consultant (ChFC[®]) and Chartered Life Underwriter (CLU[®]) from the Society of Financial Service Professionals in Bryn Mawr, Pennsylvania, formerly known as The American College of Life Underwriters.

John is a member and past Chairman for Continuing Education of the Greater Philadelphia Chapter of the Society of Financial Service Professionals. He is also a member and past President of the Montgomery County Estate Planning Council. Additionally, he is a Board member and Treasurer of the Mental Health Risk Retention Group which is a captive insurance company domiciled in Vermont and he is a past member of the Board of Trustees of the Allegheny Integrated Health Group/ Allegheny University Hospitals.

John is very active in community affairs. He is a founder and past Chairman of the Board of Directors for The Committee to Benefit the Children at St. Christopher's Hospital for Children in Philadelphia, Pennsylvania.

Offices in
Delaware ♦ Pennsylvania ♦ New Jersey ♦ Maryland

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