Justin Goodbread, CFP®, CEPA®, CVGA®, owner of Heritage Investors and FinanciallySimple.com, is a nationally recognized financial planner, financial educator, wealth manager, author, speaker, and entrepreneur. Armed with 20+ years of experience starting, buying, growing, and selling businesses, Justin has a passion for helping fellow business owners across the country increase and manage the value of their businesses and personal assets.

In 2009, Justin opened Heritage Investors, a boutique-style wealth management and financial planning company. Justin quickly realized that his combined experience in business and wealth management provided him with the ability to help fellow small business owners in unique and invaluable ways.

In 2016, Justin launched the FinanciallySimple.com enterprise including mediums such as a podcast, blog, and video educational portal to help guide owners navigate topics such as dealing with day-to-day business headaches and growing the sellable value of their company. Justin's innate ability to educate in "financially simple" terms has caught the eye of several different industry organizations including the Exit Planning Institute who awarded him Leader of the Year and Investopedia who has named him one of their Top 100 Financial Advisors for four consecutive years.

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