

Alan Moore, MS, CFP®, CRC™, NAPFA Genesis Chair

Careers in Financial Planning: The Good, the Bad, and the Downright Awesome!

Alan is the founder of Serenity Financial Consulting, which he started after noticing the lack of hourly, as-needed financial planning advice available to consumers. With experience working in several nationally recognized firms including Kahler Financial Group and Financial Service Group, Alan combines his industry experience and technical knowledge with his entrepreneurial spirit and penchant for teaching others to create a refreshing style of truly personal financial planning.

He earned his bachelor's degrees in Family Financial Planning and Consumer Economics and his Master's Degree in Family Financial Planning from the University of Georgia. Driven by his desire to educate, Alan also taught undergraduate financial planning courses while in graduate school.

Alan prides himself on being active in his community and feels privileged to have served in the Georgia National Guard for four years before receiving an honorable discharge. Originally from Georgia, Alan now lives in Shorewood, Wisconsin, with his wife Melissa, and enjoys taking advantage of the abundance of activities offered by both Milwaukee and Bozeman, where his firm has offices.

Alan is the current chair of NAPFA Genesis. Genesis is a peer-to-peer networking group within the National Association of Personal Financial Advisors designed to encourage professional growth and development among NAPFA members and students who are 33 years old and younger.