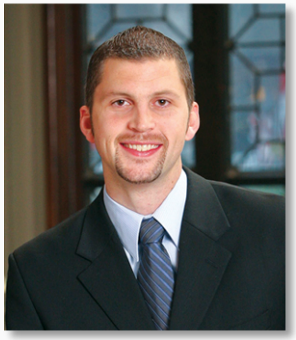
OXFORD FINANCIAL GROUP, LTD.™

LEADERSHIP PROFILE

JACOB R. WATSON, CFP®

CLIENT RELATIONSHIP STRATEGIST



"Timely, accurate client service is at the core of our business and that is my goal every day."

Jacob Watson serves as a Client Relationship Strategist for Oxford Financial Group, Ltd. In this role, Jacob is responsible for handling clients' day-to-day cash needs, implementing changes to their asset allocations to meet their investment related goals and assisting in developing financial planning concepts.

Jacob was previously employed as a registered representative with Capital Select Investment Corp. where he provided a wide array of financial services and excellent customer service for his clients. Jacob received his Bachelor's degree in Finance from Ball State University in 2004. He is a CERTIFIED FINANCIAL PLANNER™.

Jacob and his wife, Jessica, live in Hudsonville, Michigan with their four children. They enjoy serving at their church and spending time with extended family at their property in northern Michigan.

CERTIFIED FINANCIAL PLANNER™ (CFP®) professionals are licensed by the CFP® Board to use the CFP® mark. CFP® certification requirements include: bachelor's degree from an accredited college or university, completion of the financial planning education requirements set by the CFP® Board (www.cfp.net), successful completion of the CFP® Certification Exam, comprised of two three-hour sessions, experience requirement: 6,000 hours of professional experience related to the financial planning process or 4,000 hours of apprenticeship experience that meets additional requirements, successfully pass the Candidate Fitness Standards and background check, agree annually to be bound by CFP® Board's Standards of Professional Conduct and complete 30 hours of continuing education every two years, including two hours on the Code of Ethics and Standards of Professional Conduct. OFG-2011-22