

RFG ADVISORY AWARDS

ThinkAdvisor LUMINARY 2021

Winner, *InvestmentNews*
Best Places to Work for
Financial Advisors
2021

Finalist,
WealthManagement.com
Industry
Awards 2021 & 2020

Finalist, *InvestmentNews*
Innovation Awards
2021

Financial Times Top
300 RIA 2020

Finalist, Money Management
Institute/Barron's
Industry Awards 2020

RECENT ACHIEVEMENTS

Top 10 Most Successful CEO
of the Year 2021 - Industry Era

Birmingham Business
Journal 2020 - Who's Who in
Banking & Finance

Bobby White, Founder and Chief Executive Officer

Many qualities set Bobby White, Founder and CEO of RFG Advisory, apart from his peers. For Bobby, it is his ability and willingness to adapt to change and face it head-on. RFG was built from the ground up, torn down, and built again. In 2003, he founded RFG to better serve clients as an advisor and to empower independent advisors to be the CEO of their practice. In 2015, RFG had a significant innovation and digital transformation motivated by Bobby's commitment to get 1% better every day and determination to be an asset to his team, clients, family, and community.

With over two decades of experience in the wealth management industry as a Founder and CEO, and a Financial Advisor, Bobby has built a successful, multi-faceted career. Stemming from his ability to get comfortable being uncomfortable, Bobby firmly believes the very thing that sets RFG Advisory apart is how we adapt to change. "I'd rather be a disruptor than be disrupted," says Bobby. More than just words, his leadership style reflects the bold, decisive moves that have allowed his company to adapt while staying one step ahead of the competition.

RECOGNIZED FOR BOLD LEADERSHIP IN THE WEALTH MANAGEMENT INDUSTRY

Under Bobby's leadership, RFG Advisory has achieved accelerated growth and notable industry recognition in the wealth management industry. In 2021, RFG received two ThinkAdvisor LUMINARY Awards in Thought-Leadership and Education. It was also named Best Places to Work for Financial Advisors in 2021 and a Finalist for the InvestmentNews Innovation Awards 2021. For two years, the firm has been named a finalist in the wealthmanagement.com Industry Awards in 2021 and 2020 for non-custodial support platforms and a Top 300 RIA by Financial Times in 2020.

Bobby is the host of 'Become a Warrior Advisor Podcast' with Dom Raso, a Veteran Navy Seal and he's also the co-host for 'War Room Huddle', available on Apple Podcasts, Google, Spotify, and all major podcast platforms. These RFG Advisory podcasts and support programs are directed toward independent financial advisors who want to CRUSH EVERYTHING, and in Bobby's words, "Be the CEO of their practice, not the COO." Furthermore, Bobby was recently named to Industry Era's Top Ten Most Successful Chief Executive Officers for 2021 and recognized by Birmingham Business Journal for several years. His most recent work is published in WealthManagement.com's 2021 Mid-Year Outlook.

Bobby is a proud graduate of Auburn University, having earned a B.S. in Business Administration and Management. He enjoys traveling with his family, hunting big game, fishing, wing shooting, and trains as a civilian with former Navy Seals.

Bobby White, Founder & Chief Executive Officer
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www.rfgwarrioradvisor.com www.warroomhuddle.com



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