



DENNIS M. AXMAN

CLU®, ChFC®, AEP®, CFP®, RICP®

Denny Axman is a client-focused, results driven financial planning and wealth management professional with more than 45 years of industry experience.

As a native of Kentucky, Denny attended Bellarmine University in Louisville. He began his career in 1970 as a sales representative at The Prudential Insurance Company. After quickly transitioning into management, Denny spent 24 years leading and serving his clients at Prudential. In 1994, he elected to return to personal production and opened his own financial planning practice in Jacksonville, FL. Denny sold that successful practice in July 2006 and became an Associate Producer and Financial Planner with Laino & Associates, working with clients throughout the Jacksonville area. In January 2007, Denny returned to his roots, going back to work with Prudential as a Life Product Wholesaler, before retiring from the company in 2008. Soon after, he joined Pinnacle Insurance and Financial Services as Vice President of Advanced Marketing and Vice President of Sales, where he worked until December 2016. He then began a two-year tenure as an Advanced Solutions Consultant for Allstate Life and Retirement. Today, Denny works as an Independent Advisor and Consultant in the area of Estate, Retirement and Business Planning in Jacksonville, FL.

Throughout his career, Denny has earned many notable achievements, including sixteen Prudential President's Citations, three Circle of Life Awards and one Court of the Table. He is also a Qualifying & Life member of MDRT, with fifteen years of membership.

Long active in local, state and national Association of Life Underwriters activities, Denny is also a long-standing member of the Association of Advanced Life Underwriting. Denny earned his Chartered Life Underwriter (CLU®) designation in 1989 and his Chartered Financial Consultant (ChFC®) designation in 1996. In 1998, he qualified for and was accepted into the Prudential Leaders Council. Denny obtained his Accreditation in Estate Planning (AEP®) in February 2000 from the National Association of Estate Planning Council, and he earned his Certified Financial Planner Designation (CFP®) in March 2000. In November 2015, Denny earned his Retirement Income Certified Professional (RICP®) designation from The American College. Additionally, he has been a NAIFA member since 1971, and a member of the Northeast Florida Estate Planning Council for 29 years. He is a current member of the Jacksonville Society of Financial Service Professionals and was previously a member of the Northeast Florida Planned Giving Council. Denny has also held many volunteer positions for the Million Dollar Round Table.

From 2006 to 2008, Denny provided CE workshops for The American College Alumni Association, where he presented curriculum to professional groups and associations throughout the United States. In November 2011, Denny was reappointed as an adjunct instructor with The American College for the CLU®, ChFC®, and CFP® programs.

Denny and his wife, Mary Helen, are the parents of three daughters and a son. They are also proud grandparents to six granddaughters, of which two are twins, and four grandsons. They currently reside in Orange Park, FL.