

Emerald Connect | video-bio-brian-mcknight

Hi, I'm Brian McKnight. I'm one of the founding partners with the Parr McKnight Wealth Management Group. I spent a lot of time growing up with my dad in the sand and gravel business. As I got a little bit older in my mid-teens, my parents sold the sand and gravel business. And they bought a ski resort. I learned the value of sacrifice, because having to do that and work in the family business, I had to give up doing other things, like extracurricular activities or sports that a lot of other kids were able to do.

My role today in the practice is really three things. I serve as the branch manager, running the business on a day-to-day basis. Secondly, I work with our best individual clients, helping them with some of the advanced estate planning strategies and investment strategies. And thirdly, I oversee our institutional and non-profit business, where we work with over 60 public pension plans and other non-profit organizations.

The ski resort that we purchased when I was in my teens, I was blessed to actually find the love of my life there. We have three children of our own. And one of the things that we've been able to do with them is share our love of skiing. One of the biggest questions that a lot of people, and even institutions, have when they come to meet with us initially is, am I going to be OK? When we're able to answer that question that, hey, they are going to be OK, that's super gratifying and rewarding for us.