



**Jeffrey P Reid**

**LifeRisk Architects**

10380 Spring Canyon Rd. Unit 466  
San Diego, CA 92130  
jeff@liferisk.net  
858-382-3600

**Background & Experience**

Jeff is the founder of **LifeRisk Architects (LRA)**, an advanced planning firm specializing in the transfer of business and legacy assets in a tax efficient manner. Prior to LifeRisk Architects, Jeff co-founded The Producers Group, a national San Diego-based life insurance Brokerage General Agency in 1997. Jeff has been successful providing estate planning and premium financing solutions for over 25 years.

Jeff and his team specialize in designing customized premium financing insurance strategies for ultra-high-net-worth (UHNW) clients. The firm enjoys elevating clients and advisors' knowledge of new Legacy Investing strategies and solutions using life insurance as a hedge against risk providing liquidity and more certainty in generational wealth outcomes. LRA has extensive experience and knowledge in estate planning strategies, business and retirement solutions, strategies for foreign national clients and premium financing.

Jeff lives with his wife Yvonne in California. Their son North attends the University of Southern California.

**Certifications & Education**

University of Southern California. (B.A International Relations.)