



**Matt McAvoy, CLU, ChFC, MSFS**

Ash Brokerage  
11020 Oakmont Street  
Overland Park, KS 66210  
Email: [matt.mcavoy@ashbrokerage.com](mailto:matt.mcavoy@ashbrokerage.com)  
Phone: 913-403-5812

**Background & Experience**

Matt is a Kansas City native working with Target Insurance Services, Inc., an industry leading life, annuity, disability income, and LTCI brokerage firm wholesaling multiple carriers' products. In 1981, while in college, Matt joined his father's company, Louis J. McAvoy and Associates, later named Target Insurance Services, Inc. Matt has made significant achievements as a leader in the financial services industry. In 2006, he joined other industry leaders in meetings with The Treasury Department to explain life insurance benefits and tax deferred build up inside annuities and permanent life insurance. From those meetings, the AALU released an industry White Paper used today to communicate the social policy of life insurance and the deep economic ties it has in our general economy to policy makers. As President of The National Association of Independent Life Brokerage Agencies (NAILBA), Matt worked to get the American Council of Life Insurance (ACLI) anti-money laundering test approved as an accepted testing benchmark for life insurance agents across carriers to satisfy their anti-money laundering thresholds under The Patriot Act. Without such certification integration, every insurance carrier would have individual testing requirements.

Matt is Past President of NAILBA, is a board member and Treasurer of Brokerage Resources of America since 1991, and a current director of the LIFE Foundation. In 2005, Matt received the Herbert A. Hedges Award from the Kansas Association of Life Insurance and Financial Advisors as "Man of the Year". Matt has completed his Chartered Life Underwriter, Chartered Financial Consultant, and Master of Science, Financial Services degrees from the American College. He holds a Long-Term Care Professional designation from The Health Insurance Association of America and has Series 6, 7, 24, and 26 securities licenses. Matt is married to Sheryl McAvoy and has one daughter Caitlin.

**Certifications & Education**

- Benedictine College, Atchison, KS - B.A. in Economics, 1981
- American College, Bryn Mawr, PA - M.S. Financial Services