

NASHVILLE BUSINESS JOURNAL

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POWERLEADERS FINANCE

NBJ announces 2016 Power Leaders in Finance

The Nashville Business Journal is pleased to announce our 2016 Power Leaders of Finance. To assemble our list of winners, we took nominations from the public. Nominees were then asked to rank one another in a round of voting to determine the who's who of the finance industry.

Craig Reed, Director of Research and Partner, TrustCore

What one thing do you see as the biggest waste of money? Paying high rates of interest on credit card balances is a waste of money. While difficult at times, living within your means and by not spending more on your credit card than you can pay off every month is a fundamental principle to financial success.

Do you handle the finances at home? Why or why not? I am a Quicken junkie and carefully track our income and spending. My wife and I each have responsibilities within the family budget and we sit down yearly to discuss the results and set goals for the future.

What app would you recommend for someone looking to manage their finances? One app I am familiar with is Mint. I like it because it helps you know where you spend your money. You can't manage your finances if you don't measure them.

What is your top vacation spot? I enjoy traveling with my family to the mountains of East Tennessee and the beaches of the Gulf Coast.

Darryl Edmonds, Founder and Partner, TrustCore

What one thing do you see as the biggest waste of money? When an employee does not take advantage of their employer's retirement plan matching contributions.

Describe your strangest day at work. I helped a client negotiate a divorce settlement, helped another one finalize the terms to a prenuptial agreement, attended a client funeral and ended the day celebrating a newborn child. The only thing that was planned was the funeral, the others just popped up. It was a day full of extremes.

If you could change one thing about your industry, what would it be? Complexity. Personal finances ... touch every area of our lives. ... Add to that the fact there are many new complex investment products available and you can understand why I have such a passion for financial planning.

What app would you recommend for someone looking to manage their finances? There are several, but I like Mint. You have to know where your money is going in order to manage it and make any needed adjustments.