



Don Richards, CFP®

The Richards Financial Group, Inc.

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The Richards Financial Group, Inc. and affiliated firms Vantage Financial Group, Inc., AssuredPartners, Inc. and The Benefit Team, LLC serve businesses and individuals. Our companies provide employee and executive benefits, insurance programs, succession arrangements and retirement plans to businesses, and we provide private wealth management and an array of personal investment and insurance services to individuals.

Prior to founding The Richards Financial Group in 1984, Don was a construction engineer on the Trans-Alaska Pipeline, in the oil business in Wyoming and in the building of large-scale cement plants throughout the United States.

Don is a native of Texas but has called Colorado home since 1970. His undergraduate studies in Civil Engineering were completed at the University of Colorado at Boulder in 1978, and he received his MBA in Finance from the University of Denver in 1983. Don earned his CFP® Practitioner designation in 1989.

Don is an active cyclist and mountaineer. He regularly participates in long-distance cycling events (including 29 Ride-the-Rockies tours), and he has climbed all 54 of Colorado's Fourteeners. He annually competes in the goat-roping event at the National Western Stock Show, and he has worked on numerous cattle brandings in Texas and Nebraska. Don is also a pen-and-ink artist whose western drawings and greeting cards have been published since 1972.

Community Involvement

Outstanding Alumnus of the Year - Daniels College of Business (2015)
Robert Blankenship Heart Award - Denver Metro Chamber of Commerce (2014)
Distinguished Alumni Award - Reiman School of Finance (2013)
David E. Bailey Small-Business Advocate - Denver Metro Chamber of Commerce (2008)
Chamber Champion - Denver Metro Chamber of Commerce (1992, 2000, 2003, 2007)
Board of Directors - Denver Metro Chamber of Commerce (2008-2011)
Board of Directors - Young Americans Education Foundation (1987-1996)
Board of Directors - Denver Center Players (1985-1986)
Board of Directors - Junior Achievement of Metro Denver (1981-1982)
Chamber Orientations Presenter (1985-2015)
American Enterprise Institute Leadership Network (2014-2015)
Delegate - Leadership Exchange (2009, 2010, 2011, 2012, 2013, 2014, 2015)
Delegate - Colorado Experience (2011, 2012, 2014, 2015)
Leadership Denver (2007)
Legacy Denver (2012)
Leadership Program of the Rockies (2011)
LPR School of Persuasion (2012)
Dean's Society Steering Committee - Daniels College of Business (2011-2015)
Speakers Connection - Daniels College of Business (2013-2015)
Daniels Scholars Mentor - Daniels Fund (2010-2011)

Securities and advisory services offered through Cetera Advisor Networks LLC, member FINRA/SIPC. Some advisory services are also provided through Vantage Financial Group, Inc., a Registered Investment Advisor. Some insurance programs are provided in partnership with AssuredPartners, Inc. and The Benefit Team, LLC. Cetera is under separate ownership from any other named entity.