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Eric Peterson

Founder and President

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Industry	Financial Services

About Us

As an independent financial advisory firm, we take our role as your fiduciary very seriously. One size does not fit all, and we seek to fully understand your individual needs and goals, and then custom tailor a plan to meet them. Retirement is a journey, and we partner with our valued clients both throughout their financial future and that of their loved ones. With a unique focus on capital preservation, we utilize the best suited tools in the industry to help achieve your finanical goals. Combining income planning, institutional wealth management and estate planning strategies, we are dedicated to providing the highest quality advice and wealth management solutions to simplify and enhance the quality of your life.

About Eric

Eric founded Peterson Financial Group to be a full-servicefinancial advisory firm dedicated to cutting-edge strategies and practical core values in an effort to provide valued clientele with sound financial strategies for retirement. Eric is a Registered Financial Consultant (RFC), and an active member of the Ed Slott Elite IRA Advisors Group. This year-round program, taught by Ed Slott himself, educates Eric continuously on IRA planning, distribution strategies and current tax laws -- a highly specialized area.

On a personal note, Eric is a local resident and family man - has been married for 21 years and has two teenage children, Travis & Natalie. He enjoys spending time with his family and cooking great meals for them and playing golf. Eric holds an MBA from Drake University, and is also a veteran of the U.S. Air Force. His son, Travis, recently followed in his footsteps and joined the U.S. Air Force and will be serving his country for the next six years.