



Esa Jokela, ChFC, CLU
Certified Financial Planner™

ESA JOKELA CFP®, ChFC, CLU

Esa Jokela is an experienced financial planning professional focusing on finding the best solutions for each client in areas of retirement planning, estate planning, insurance planning, assets allocation and investment planning. He is a Certified Financial Planner™ Practitioner (CFP®), Chartered Financial Consultant (ChFC), and a Chartered Life Underwriter (CLU). Esa serves as President of Security First Financial, Inc., Financial Advisor for Madison Avenue Securities, and an Investment Advisor Representative for Madison Avenue Advisors. He has more than 20 years of experience in the Securities and Financial Services industry.

Security First Financial is a member of The Financial Resource Alliance which opens the door to seasoned specialists in the fields of tax saving strategies, retirement planning, 401k, 403b, defined benefit and other business retirement plans, long term care, life insurance and annuities, financial advisory services. Expert help is never far away.

In line with his commitment to community service, Esa has served as a Director for the Foundation for Personal Financial Education, a non-profit educational organization comprised of various financial professionals; including Attorneys, Accountants, Financial Advisors, and other financial services professionals. He has also served as a member of the Advisory Board for Madison Avenue Securities. Currently Esa is serving as a president of the Finnish-American Chamber of Commerce.

Today many businesses, professionals and retirees simply get caught up in the crisis of everyday living and family concerns, unwittingly postponing their personal and family financial planning and thereby run the risk of sacrificing their current and future security.

With a desire to help people plan for their financial futures, Esa assists businesses, individuals and families of all income levels in identifying their personal and family needs and resources in order to obtain a comfortable level of security for today and tomorrow.

Sports have always played a big part in Esa's life. Among other sports, he has played soccer competitively since early childhood. He has won Florida State Cup four times and US National Championship twice. He has also contributed to the sport by coaching recreational and travel youth soccer teams. He is pleased and proud that several of the youth players have reached Division 1 college level competition. Also, two players have reached the national team of their respective countries.

Esa has two children. Son Alex is a Mechanical Engineer working for an energy company in San Francisco and daughter Hanna is a Trust Attorney for a major financial services firm in Chicago.

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