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Bill Norton is an experienced independent insurance agent and financial advisor who serves as an associate of Soper, Perez & Associates. Over the years, he has enhanced his ties to the professional community through affiliations with the National Association of Insurance and Financial Advisors, the Florida Association of Independent Agents, and the Trusted Choice agents' group, and by attending various seminars and national sales training classes across the country. He holds a bachelor of science in finance with a minor in statistics from Missouri State University, where he received a full athletic scholarship and an NCAA post graduate academic scholarship.

Bill embraces a strong, ethical philosophy in his business that is manifest in his personal mission statement revolving around trustworthiness and credibility. He strives to earn the confidence of his clients by providing them with accurate information and thoughtful solutions, and he feels privileged to be able to help them resolve problems through his own experience or by referring them to reliable colleagues in specialized fields.

Bill and his wife, Shelly, live in the Orlando, Florida area where they share active involvement in numerous church and community service projects. Bill is the proud father of three teenage children, Nick, Breanna, and Zachary. In his spare time, he serves as a volunteer assistant varsity football coach at a local high school and spends time with his U.S. stamp collection, a family legacy. Bill has served the Back Country Fly Fishing Association of Orlando as President and in other capacities for many years.

Bill is an Investment Advisor Representative.

ABOUT DMK ADVISOR GROUP

First established in 1993, the firm that would eventually become DMK Advisor Group was created to help clients achieve their most cherished goals through personalized financial planning services and a wide range of quality financial products. Today, the firm has evolved to include a team of affiliated financial professionals from coast to coast. Working together, the advisors of DMK Advisor Group offer the expertise, planning techniques, and products to serve businesses, individuals, and families.