

LARRY MOSKAT

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BUSINESS

PROFILE

Financial planner assists clients in difficult times

Each Wednesday, the Scottsdale Republic profiles a Northeast Valley businessperson.

THE REPUBLIC

Name: Larry Moskat.

Title: Certified financial planner.

Age: 55.

What I do: Counsel clients in making good financial decisions under circumstances of very high stress, fear, loss and anxiety.

About my business: If it were all just about the money, managing our finances would be much easier. Our firm tends to go where other advisers prefer not to ... and that is into the bowels of various human events, where stress, fears, deeply felt personal loss, anxiety and uncertainty serve to skew decisions and sabotage the process of sound money management.

We counsel clients on making good financial decisions during these times.

Often we are delving into inheritance matters where emotions are leading the way. The



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transition into retirement, which on the surface may appear as a happy time, presents a terrifying and highly uncertain change of life to many, especially as it relates to money matters. ... Having a graduate degree in clinical psychology helps with listening and truly understanding where our clients are when they are with us.

Recent accomplishments: Finally getting my Web site, www.larrymoskat.com.

What I've learned in business: My work has taught me that good working relationships are always mutual, respectful, aligned and satisfying. And that listening is the most powerful connection-dynamic in any relationship.

Goals: To continue to develop my business in the fashion from which it began — individual, personalized and on a first-name basis.

What community I live in: North Scottsdale.

Affiliations and volunteer work: Affiliations have included involvement with the group formerly known as the International Association for Financial Planning, financial adviser to the National Association of Senior Friends, Outstanding Young Men of America and the Mental Health Association of Maricopa County Board of Directors.

Where I grew up: Johnstown-Pittsburgh, Pa.

Family: Married to my sweetheart, Brenda; two beautiful and outstanding daughters, Jessie and Kristina.

Favorite Film: *Dirty Rotten Scoundrels*.

Favorite Book: *The Perfect Storm*.

First concert: Santana and the Young Rascals.

Please contact us at news@scottsdalerepublic.com if you would like your business to be profiled.

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