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Fortune Financial Group is a favorite among Atlantans. The mission of the company, which began in 2004, is to "empower individuals with the financial knowledge that will help build their personal wealth." It offers an array of services including tax planning and preparation, small business and real estate consultation, legal assistance, credit and debt solutions and life insurance planning.

While there are many financial advisory companies in Atlanta, Corey Moore, president and founder of Fortune Financial Group, says Fortune Financial has two distinct features that deem his business more valuable than others.

"Many companies have advisors that have a general knowledge about several financial services, but we have people on staff that specialize in specific services through our affiliate program," says Moore, who specializes in tax advisement. "In fact, many of them own their own businesses in their specialties."

Education is also a hallmark of Fortune Financial.

"We have a passion for educating our clients," says Moore. "Many companies feel

that if they educate their clients too much, they won't need them anymore. That may be true for some, but there is still a large segment of people that don't want to do financial services for themselves."

Moore's first "client" was likely his mother when he was a child.

"I don't remember this, but my mother says I looked at her receipt after we finished grocery shopping one day, and I told her I could probably save her money. From there, I started comparing prices in the grocery store and working on budgets, and when I was a teenager, I started doing my taxes."

Moore, however, does remember one gentleman who came to a Fortune Financial Group workshop years ago.

"Our workshop was about budgeting and taxes, and he realized he wasn't doing a good job saving money. Fast forward four years, he came to another workshop, and he told us he now had six months of living expenses saved up. He told us he felt so much better about his finances. He was empowered through financial knowledge." — *Jacqueline Holness*

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