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Kenneth Alter is Managing Director of Planning Alliance LLC, a New Jersey-based risk and wealth management firm. His practice focuses on business and estate planning for owners and executives of middle-market companies and ultra-affluent families. Specific areas of specialty include, but are not limited to, advanced estate planning for domestic and international families, business continuation planning, insurance and wealth management, qualified and non-qualified plan design, and transaction advisory services for companies planning for eventual ownership succession. Kenneth serves on Planning Alliance's Investment Committee and Board of Directors.

In 2023, Forbes ranked Kenneth as one of the Top 10 financial security professionals in the United States and Top 2 in New Jersey. He is a highly sought speaker on a variety of topics and actively represents the financial services community and its clients on legislative and regulatory issues that come before Congress.

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