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The first of four sisters,
Jennifer West was born to lead.

As vice president and wealth advisor for a large regional bank, Jennifer West loved her work, got along famously with her clients, and enjoyed the company of her trusted colleagues. When a job recruiter called one day on behalf of a privately held wealth management firm, her instinct was to say what she always said to recruiters: “Thanks, but no thanks.” This time, however, two things were different: her bank was in the midst of its fourth merger in ten years, and the recruiter was Greenleaf Trust. That changed everything.

With Greenleaf Trust’s 99% client retention rate; an ingrained ethos of honest and honorable; a service model that puts clients’ interests first; a legal charter ensuring we will never be sold; \$17 billion* in assets under advisement; and a holistic approach that integrates asset management with tax mitigation, trusts, risk management, retirement, estate planning, philanthropy, and so much more, Greenleaf Trust was head and shoulders above the field. Jennifer’s opportunity to lead our wealth management team in the Great Lakes Bay Region was too good to pass up. She happily leads our Midland office as managing director.

Jennifer West can hardly wait to introduce you to Greenleaf Trust. Call her at 989.495.2033, but don’t be surprised if she calls you first.

Client relationships begin at \$2 million.

*For our consolidated entities, our assets under advisement are \$17B as of December 31, 2021.