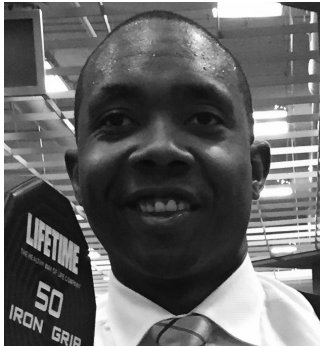


Perry K. Jeffries III | Your Personal CFO and Coaching Specialist

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Perry's unique blend of expertise in both the areas of fitness and finance coupled with his ability to combine and create a unified solution to improve them simultaneously makes his presentations invaluable.

He has 28 combined years of experience as a Financial Advisor and Personal Trainer.

In addition to the success he has experienced from helping hundreds of individuals improve their quality of life through fitness, Perry has also advised hundreds of private clients, entrepreneurs, and businesses to help them reach their financial goals.

Perry has managed over \$70 million in client assets and has also managed a personal real-estate portfolio of over \$4 million.

His real-life experiences of losing everything in the great recession of 2007-2009 gives him a unique perspective and approachability when it comes to real life challenges and personal struggle. Perry, within a year, forfeited his good credit, lost the majority of his net worth, and suffered unimaginable financial loss. This catastrophe also occurred while he found himself becoming the single parent of newborn twin girls.

However, Perry failed himself to success!

Today, not only can Perry give tangible direction and guidance in both the areas of fitness and finances, but he also covers topics of perseverance, accountability, and having a champion mindset. His presentations resonate with his audience not only because he speaks from personal experience, but because he has traveled the trenches of life, weathered the storm and has come out stronger. He custom caters his presentations to the unique needs of his audience ranging from elementary schools, collegiate environments, to well established business professionals, professional athletes, corporate employees and retirees. In short, he DELIVERS. He is the real deal!

Perry founded Phy-nancially Fit LLC in 2012.

"Phy-nancially Fit LLC looks to impact the lives of Entrepreneurs and Individuals by showing them how to increase their income, energy and efficiency by creating customized financial, wellness and growth plans, so that they can one day retire Healthy and Wealthy."

Perry is the President of Diamond Equity Advisors located in Columbus, OH. Diamond Equity Advisors is a full-service Wealth Management / Financial Planning firm.

Perry currently Holds a Series 7 License (Securities License), Series 66 License (Investment Advisor), Life / Health / Annuity Licenses (Insurance License), has a CRPC (Chartered Retirement Planning Counselor) Designation through the College of Financial Planning and is Currently working on the CPFA (Certified Pension Fiduciary Advisor) Designation.

In the areas of fitness, Perry has held the CSCS (Certified Strength and Conditioning Specialist) certification through the NSCA (National Strength and Conditioning Association) and still holds the PES (Performance Enhancement Specialist) certification through the NASM (National Academy of Sports Medicine).

In addition, Perry is also a member of the John Maxwell Global Leadership Team. He has earned the certification of an Independent Speaker, Coach and Trainer with the John Maxwell Team.