



# CARTER WILCOXSON

MARKETING CONSULTANT - 6 YEARS

“The **best advisors** are as good as they are because they have **conviction.**”



**Questions?**

Call me today!

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Carter Wilcoxson is the kind of guy you want in your golf foursome: funny, infused with Southern charm and so competitive that your game will improve just by playing alongside him.

But when he hears about someone’s grandmother or grandfather suffering the consequences of buying a retirement product that was wrong for them, his mood changes to that of a man on a personal mission.

“When my wife’s grandfather passed away a few years ago, I realized what other things are being sold out there,” he says. “They were sold a product that made it virtually impossible for her to get the money out without taking a huge hit. That’s what I’m fighting against.”

He sees every advisor conversation as an opportunity. “I have to talk to more advisors so I can reach the people who sell these products and either show them the light or at least tell them the Shurwest story. At the end of the day, if I can’t convince them, I can’t convince them. But I’m going to go down fighting.”

Carter is clearly a man of conviction. It’s a trait he believes makes him—and his advisors—a success. “The best advisors are as good as they are because they have conviction. If they truly believe in the product they are selling to someone, the client feels that,” he says. And Carter must be convincing because many of his advisors and their families have purchased Shurwest annuity products for themselves.

Thanks to his advisors’ high production, Carter consistently ranks as one of The Annexus Group’s top five marketing consultants for the entire country.

Carter loves spending time with his wife, Christina, and kids, Austin, Caitlyn and Carter Samuel. While Christina runs marathons, Carter is passionate about golf and its life lessons. “Golf teaches you that nobody is watching. You play by the rules or you don’t. You cheat yourself or you improve yourself,” explains the man who years ago caddied to support his young family. “Golf is the only sport where there is not a referee. It’s an individual sport full of integrity, honesty, perseverance. It’s really what started my progress into becoming the man I am today.”

