

Brannon Lloyd Biography



Brannon Lloyd is the president of The College Money Guys, LP and a well-known college planner and educator who has literally “grown-up” in the financial planning business. Brannon created the company to use his many years of experience and expertise to help parents create a plan to pay for college without having to sacrifice their retirement. Under his management, The College Money Guys specializes in helping clients qualify for financial aid regardless of their income level.

The company regularly conducts free workshops around the Houston-metro area for families educating audiences on little known tips and techniques that can be used to defray college expenses. In addition, Brannon has conducted planning workshops for corporate employee benefit programs including Continental Airlines, ExxonMobil, Memorial-Hermann, NASA, and the City of Houston.

Brannon is a sought-after media guest and has been featured in such media publications as *USA Today*, *US News and World Reports*, *ABC 13*, and *Fox News*.

Brannon attended the University of Houston and is an active member of the Lutheran church. He spends time volunteering for the Houston Livestock Show and Rodeo, The Community of Hope, Feed the Homeless, and the Houston Food Bank. He was also a Man of the Year candidate for The Leukemia & Lymphoma Society in 2011. He sits on the board of the Houston Boychoir and Thrivent Financial for Lutherans.

Before joining the firm, Brannon worked for the Department of the Navy and spent two years at the U.S. Embassy in Moscow assisting with procurement for the State Department. In addition to his native English he speaks Spanish and Russian, and is trying, without much luck, to learn Mandarin Chinese.

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