



Chip Hardy

Chip Hardy is a Principal and co-founder of PrimeTRUST Advisors. He has spent over 24 years in financial services, with the last 15 focused on retirement plans. He has been an AIF since 2006 and a Certified Behavioral Finance Analyst since 2013. PrimeTRUST Advisors has already implemented behavioral finance practices in multiple relationships. Chip has written fiduciary articles for, and been quoted in, local, regional and national periodicals. He has been interviewed on the local NPR affiliate stations for the *SC Business Review* three times. Chip has made fiduciary presentations to various local and state chapters of SHRM, IMA and CPA Associations. PrimeTRUST Advisors services over two dozen middle market qualified plans (DB, DC, ESOP, NFP) with a team-based consultative approach.

