John Unice, CFP®, HDP™

CEO, Senior Partner

"It is exciting to be allowed to create solutions that deploy our clients' financial wealth as a tool to strengthen and deepen their most valuable assets – their family (including future generations), their personal characters, and valued relationships. It is a privilege to be allowed to help make a difference and work with a team of people who share that vision."

John is a principal, Co-founder, and Senior Partner of Keeler Thomas. He has been educating and working with the public in the financial and estate planning industry for over 36 years. As a highly respected presenter, John has taught financial principles over the years in numerous venues across the United States. He is a published author and spearheaded the formation of the firm's current emphasis on providing customized financial services, and multi-generational wealth continuity for families.

Besides the family legacy emphasis, John has led the company in providing consulting, financial, and negotiating skills for support of our business clients. Business succession, purchase strategies and funding, expansion and growth needs are all in his quiver of talents and tools. John also directs the comprehensive wealth management programs for many of the firm's clients.

Mr. Unice formerly served as the Chairman of the Endowment Committee of the Utah National Parks Council of the Boy Scouts of America, and then continued to serve as a member of the Executive Committee of the Council until stepping down recently. He currently serves as a member of the Advisory Board of the College of Science and Health at Utah Valley University and a member of the Board of Directors of the I Care Foundation.

Within the company, he serves as Chairman of the Investment Advisory Committee for Keeler Thomas as well as directing Family Office Services for the firm. He earned a Bachelor's degree in Economics from Brigham Young University. He is a Certified Financial Planner, a Certified Heritage Design Professional and holds Series 7, 63, and 24 securities licenses and is a Registered Securities Principal.

KEELER THOMAS
FINANCIAL & BUSINESS STRATEGIES

Phone: 801-226-0800 ▪ Toll Free: 800-470-9177 ▪ 1327 South 800 East, Orem, Utah 84097