

With over 16 years experience in the financial services industry, Shehara L. Wooten, CFP® is the founder of Your Story Financial, LLC, a virtual fiduciary boutique firm committed to helping women and #STEM professionals. She graduated with a B.S. in Electrical and Computer Engineering. In 2004, she changed careers to pursue her purpose of helping clients achieve financial success. With her first financial services role, she worked with a global financial services company and never looked back!

Five years later, she became a financial advisor so that she could help individuals and families improve their financial position in a bigger way. With some time in the profession, she recognized there was a limit to who she could help. If you didn't already have assets, you were mostly on your own until you accumulated assets. If you were younger and didn't have an inheritance or something like that, you would likely get passed over by a well-meaning financial advisor. This didn't sit well with her and she wanted to help people craft their amazing financial success story regardless of their age or amount of assets.

She realized there was another way. By becoming a fee-only CERTIFIED FINANCIAL PLANNER™ professional, she helps gainfully employed women and STEM professionals who hadn't quite accumulated the assets required to work with a traditional financial professional access solid financial planning. That was the birth of Your Story Financial, LLC, a virtual fiduciary boutique firm.