



John F. Hell

Senior Trust Officer and Senior Wealth Manager

John is a Senior Wealth Manager with SVA Wealth Management and a Senior Trust Officer for SVA Trust Company, LLC.

John has over 38 years of experience in the financial services industry with over 30 years focused on trust and asset management services for individual and business clients.

He works closely with clients during each phase of the financial and estate planning process and helps clients set goals and identify resources available to meet them. He then creates a plan to structure the resources to achieve those goals.

John has served as President of the Aurora Hospital of Burlington Community Foundation and has held numerous other non-profit foundation and endowment board assignments. John has also been a Rotarian for many years.

He is a past member of the Wisconsin Bankers Association (WBA) - Trust Section Board of Directors and the Walworth County Estate Planning Council.

John is an Investment Adviser Representative and Trust Officer.



John F. Hell
Senior Wealth Manager

Areas of Specialty

- Comprehensive Financial Planning
- Asset Management
- Investment Analysis
- Retirement Income Planning
- Trust & Estate Planning

Education

University of Wisconsin- Eau Claire

Bachelor of Business Administration

Cannon Financial Institute- Trust I, II, and III

Cannon Personal Trust School Certification