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With greater than 20 years of leadership experience in the mid-size business market, Sarah serves as Director of the Business Strategies Group at First Financial Group. As a professional holding the Certified Financial Planner[®], Certified Exit Planner[®], Chartered Financial Consultant[™], Chartered Life Underwriter[™], and Certified Retirement Income Professional[™] designations, she specializes in business succession and retirement income planning. Sarah helps business owners develop and implement strategies that can enhance, protect and capture business equity, while at the same time coordinating personal and business planning to better build and protect their overall wealth. Using an **integrative planning process**, she coordinates pre-retirement and retirement income planning, with comprehensive business succession strategies and implementation. Relying on her years of experience as an entrepreneur, business owner, and CEO, she brings her “inside the trenches” knowledge to her work assisting the business community.

Sarah approaches her work with the understanding that valuable client relationships are built on trust and time, and that each client’s plan should support family values as well as their lifestyle and retirement goals. She helps her clients create a clear, results-oriented plan based on each client’s unique goals and set of resources. This takes an understanding that the best financial plan is a process built on strategies, not merely a collection of products. Working with Sarah, you will appreciate the thorough and personal care you experience, and the time she takes to understand and support you and your family.

She is married to Phillip Cato, an Episcopal priest and ethics consultant, has three grown children and lives in Potomac, Maryland. She enjoys travel and tennis, and down time!