



## **Shows Earns Industry Certification at Heritage First Investments and Insurance**

ROME - Doug Shows, who manages Heritage First Investments and Insurance, a wholly-owned subsidiary of Heritage First Bank, has completed a comprehensive course to earn official recognition as a Certified Senior Advisor<sup>®</sup> through the Society of Certified Senior Advisors<sup>®</sup> (SCSA).

Certification is based on completion of necessary courses combined with years of experience. In documents released by the SCSA, it is noted that “Certified Senior Advisors have received a unique education and training that compliments their professional skills to better serve the growing senior demographic.”

The CSA article noted that “there is an explosive growth in the senior population. People are living longer, which means the need for skilled professionals able to serve the senior population is also growing.”

Shows, who specializes in retirement income and asset protection, received his Bachelor of Science degree and Master of Science degree from the University of Southern Mississippi. As an Investment Advisor Representative, he is licensed in Life, Disability and Long Term Care insurance. Shows also serves as a Registered Civil and Domestic Mediator. He is well-known to college basketball fans across the region, serving as a Southeastern Conference referee and serving in post-season NCAA tournament games as well.

“I am pleased to have achieved this certification,” Shows said. “Across our community, there is a demographic that will benefit from my experience and focus on income during retirement and in protecting assets for current and inheritance needs. Additionally, we also offer a full array of insurance services and alternative investment options, as well.”