



The Gunness Team



**"Kindness matters. Trust matters.
We want to help good people
do good work."**

The Gunness Financial Team

GUNNESS FINANCIAL SERVICES

Our team is not only competent but caring. The combination of these attributes is what makes the Gunness Financial Services team distinctive.

We're not looking to sell you an expensive product and send you on your way. We want to be a trusted partner that is important in your life. We want to help you be able to do the things in life you most want to do. Through a close working relationship, we seek to help you develop strategies and implement solutions that let you pursue the life you dream of for yourself and your family.

Life happens, and our goal is to be right there with you, across the decades, through life's important changes and challenges. There's a reason why our new clients typically come from referrals.

Kindness matters. Trust matters. We want to help good people do good work.

Larson Gunness Owner, President

Larson Gunness is a CFP® Practitioner and the owner of Gunness Financial Services, LLC. Larson's prior professional experience includes roles at Smith Barney, Fidelity Investments, the Rhode Island Economic Development Corporation, and the Peace Corps. He received his education at Kenyon College and the MIT Sloan School of Management.

He founded Gunness Financial in 2006 when he decided he could do better for his clients. As an independent financial advisor and fiduciary, Larson is not beholden to quotas or proprietary product lines. Clients can be confident that he is working toward what is best for them, not the corporate bottom line.

Larson is a highly competent advisor who cares deeply about his clients and what happens



Fun Facts about Larson

FAVORITE BOOKS:

Larson is a highly competent advisor. He cares deeply about his clients and what happens to them on a human level. Growing Guinness Financial on the heels of the Great Recession is evidence of his persistence, humanity, and fundamental optimism. He believes all crises can ultimately lead to positive learning, growth, and opportunity. During the recession, Larson spent many hours sitting with clients in their kitchens, having difficult conversations about the global financial crisis, their individual situation, and how to move forward. Many of those people remain clients to this day, many kitchen conversations later, and are still working together.

Larson has held numerous nonprofit and volunteer positions throughout his career. He was a [Peace Corps Volunteer](#) in the Dominican Republic where he worked to develop and implement a rural water pipeline system. Currently, he serves as Board Chair for the [Nonviolence Institute](#) in Providence, RI. Prior to that, he served for several years on the board of the [Rhode Island Council for the Humanities](#). He has also taught financial and strategic planning to numerous nonprofits, including as a presenter for the Initiative for Nonprofit Excellence for the Rhode Island Foundation.

When Larson isn't satisfying his intellectual curiosity reading more about the economy, you will find him in his community, mentoring hundreds of middle school kids each year as a cross country and track coach.

- **Fiction** – *Dancing at the Rascal Fair*, Ivan Doig; *Old Man and the Sea*, Ernest Hemingway; anything by Gabriel Garcia Marquez
- **Nonfiction** – *When Genius Failed*, Roger Lowenstein; *Moneyball*, Michael Lewis; anything by William Manchester and anything on financial or economic history

MUSICIANS HE'D LIKE TO MEET:

- Keith Richards, Paul McCartney, Joni Mitchell, and Jerry Garcia

ATHLETES HE'D LIKE TO MEET:

- Bobby Orr and Fred Lynn

VISUAL ARTIST HE ADMIRES MOST:

- Childhood friend John Bisbee ("He does amazing work!")



"The Trumpet" (left) and "American Bits" (right) by John Bisbee



Detail of "The Trumpet" by John Bisbee



Detail of "American Bits" by John Bisbee

Claire Moscrop LPL Financial Advisor

Claire Moscrop holds the [Series 7](#) and [Series 66](#) registrations as well a [Life Producer's license and an Accident and Health producer's license](#). She is registered in Rhode Island and Massachusetts.

Claire's career has included commercial finance positions at Procter and Gamble, Sainsbury's PLC, and the UK Government. Following her move from the UK to Barrington in 2008, Claire established her own nutrition consulting company which she ran for seven years. She returned to the financial world with Pioneer Financial Group prior to joining Guinness Financial Services in 2021.

Claire earned her Bachelor of Arts Degree in Economics and International Relations at the [University of Reading in the UK](#), where she was also elected to the position of President of the Sports Federation.

Claire works with individuals, families, and businesses to develop personalized financial strategies that help them pursue their financial and lifestyle goals and dreams. Everyone's financial needs are different, and Claire ensures that her clients' unique circumstances are considered. Her blend of financial knowledge and personal consulting experience enables her to develop robust financial plans designed to address the specific needs and goals of her clients.



Fun Facts about Claire

FAVORITE BOOK:

- *Sarah's Key* by Tatiana de Rosnay; and those in the historical fiction genre

MUSICIANS SHE'D LIKE TO MEET:

- Rod Stewart

ATHLETES SHE'D LIKE TO MEET:

- Sebastian Cole

IDEAL VACATION:

- Eco-Safari adventure in Africa (for

She continues her love of sport, coaching field hockey and lacrosse. She also enjoys golf, tennis, skiing, and getting out on the water with her husband and three daughters.

Claire rides in the [Pan Mass Challenge](#) fundraiser for cancer research and is an active member of the "Fraid Knots" biking team from Barrington who have raised significant funds for the [Dana Farber Cancer Institute](#) for groundbreaking cancer research and treatment.

Laurie Farnham Client Relationship Specialist

Laurie Farnham is a client-focused professional who builds relationships and connects great services with a diverse clientele. She is a self-motivated team player with a record of success in account management, fundraising, and sales and marketing.

Laurie has run her own small business with [Stella & Dot](#) for the last nine years. Past work experience includes customer relations and marketing for MFS Investment Management and David L. Babson & Co., Inc. in Boston, as well as account management experience with wireless telecommunications start-up OneComm in Seattle and Nextel-Sprint in Boston.

Laurie graduated from [Denison University](#) with a Bachelor of Arts in English Literature (Denison ... major rival of Kenyon College, Larson's alma mater).

Over the years, Laurie has held numerous volunteer positions within the Barrington schools, the [Barrington Education Foundation](#) and [Moses Brown school](#). She currently assists with planning for the Michael Flanagan Foundation's biennial fundraiser.

She enjoys the outdoors and can be found exercising with friends and family and supporting her daughter's college lacrosse team.

husband's 50th birthday)



Fun Facts about Laurie

FAVORITE AUTHOR:

- Kelly Corrigan ("insightful and humorous storyteller")

MUSICIANS SHE'D LIKE TO MEET:

- Chris Martin of Coldplay

WORKOUT OF CHOICE:

- Morning Peloton rides

FAVORITE COLLEGE MEMORY:

- Watching her daughter Liza (also a Denison alum Class of 2021) score the goal that brought Denison to the final four NCAA DIII Lacrosse tournament.



Find out how a member of the
Gunness Financial Services team
can help you.

LET'S TALK



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