



STEVEN G. CRAWFORD

CLU[®], ChFC[®], CFS[®], LUTCF[®], AEP[®], CDF[®]

Chief Executive Officer

Steve has served as the leader of The Main Street Group since he founded it in 1984 and holds numerous professional designations. In 2006, he made the strategic decision to join the independent broker-dealer LPL Financial. During his tenure at LPL, Steve was a member of the Chairman's Club or Patriot's Club each year, placing him in the top 2 percent of financial professionals nationwide based on production. Steve has participated in every facet of the financial planning process, both for his own clients and for new associates who join The Main Street Group. His passion is guiding his clients and prospective clients through the principles of life planning.


While financial planning involves number crunching, selecting appropriate investment vehicles and working to develop a financial roadmap, life planning can require more. Life planning helps to mitigate a client's fears about retirement or end-of-life issues like care for a disabled child or long-term health care. Steve believes in minimizing as many of his clients' apprehensions as possible. He has learned through his many years of experience that having a carefully considered and comprehensive life plan can help put an entire family at ease.

In 2017, Steve began gathering details to take The Main Street Group in another direction. In November of that year, he changed to a new broker-dealer, Kestra Investment Services.


Steve is a Chartered Life Underwriter[®] (CLU[®]), Chartered Financial Consultant[®] (ChFC[®]), Life Underwriter Training Council Fellow[®] (LUTCF[®]), Certified Fund Specialist[®] (CFS[®]), Accredited Estate Planner[®] (AEP[®]) and Certified Divorce Financial Analyst[®] (CDFA[®]). He has a Bachelor of Arts from Lynchburg College.

Steve is an artist and often gives prints of his paintings to his clients. His works are on display throughout our offices.

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