



**Rory Henry, CFP®, BFA™ BIO**

Rory Henry, a Certified Financial Planner™ and a Behavioral Financial Advisor (BFA™), is a director at Arrowroot Family Office and co-founder of AFO Wealth Management Forward. Originator of the [Advis-ROR®](#), methodology (Return on Relationships) Rory has been in the tax and financial advisory profession for nearly two decades. He has created a unique program to help accounting professionals incorporate holistic wealth management and proactive planning services into their practices.

He is the author of the forthcoming book "**Holistic Guide to Wealth Management**," a comprehensive resource with contributions from over 24+ thought leaders in accounting, wealth management, and behavioral finance. He hosts the [AFO Wealth Management Forward podcast](#), and has been published in numerous financial and accounting media outlets, including **Accounting Today, CPA Trendlines, Intuit Tax Pro Connect, and Financial Advisor Magazine**, among others. Outside of the office work, Rory is an avid sports fan, plays golf, and enjoys performing improv at comedy theaters throughout Los Angeles. More from [Rory Henry, CFP®, BFA™](#).