



TAKE PRIDE IN YOUR MONEY MEDIA KIT

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David Treece is a fearless financial advocate for the LGBTQ+ community.

Biography (Short)

David Treece is a passionate financial advocate for the LGBTQ+ community, committed to addressing the unique financial needs of marginalized identities.

As a gay financial advisor with nearly 35 years of experience, he leads Treece Financial Group in offering advocacy-focused services to LGBTQ+ individuals, particularly those facing challenges as they age.

David is a national leader in educating financial advisors about LGBTQ+ issues and has pioneered LGBTQ+ inclusion in Miami, founding the Greater Miami LGBTQ+ Chamber of Commerce. Honored by The National LGBTQ+ Task Force, David has been featured on *PBS*, *The Washington Post*, and in local South Florida media for his financial planning and community advocacy contributions.

Biography (Full)

David believes it's not enough to say, "I treat everybody the same," because everyone is NOT the same. As a gay-identified financial advisor, he understands LGBTQ+ individuals' real-world apprehension and mistrust toward the historically conservative financial industry.

David has provided advocacy-oriented financial advice and service to South Florida's LGBTQ+ community for almost four decades. At the forefront of his work is navigating the sometimes complex financial and healthcare needs of LGBTQ+ individuals as they age, oftentimes alone without a strong support network.



He is a national leader in educating financial advisors on understanding LGBTQ+ clients' unique issues when it comes to financial and life planning.

Beyond financial planning, David is the founder and first president of the Greater Miami LGBTQ+ Chamber of Commerce and has been honored by The National LGBTQ+ Task Force for his contribution to advancing full freedom, justice, and equality for LGBTQ+ people.

Recognized for his financial acumen and client-advocacy work, David has been featured on PBS's *Nightly Business Report*, *Q News Tonight*, and *NBC Miami*, as well as in *The Washington Post*, *The Miami Herald*, and nationally syndicated columns.

David holds life, health, and annuity insurance licenses and series 6, 22, 52 62, 63, and 65 securities registrations. He has an MBA from the University of Michigan, Ann Arbor. He and Luis, his husband of forty years, divide their time between South Florida and San Antonio de Areco, Argentina.



Videos/B-Roll

- Announcement Video 1:
Strengthen Your Financial Resilience In These Alarming Times
 - [YouTube link](#)
 - [Download mp4](#)
- Announcement Video 2:
Use It to Protect Yourself & The LGBTQ+ Community
 - [YouTube link](#)
 - [Download mp4](#)
- Announcement Video 3:
Push Back Against Hate
 - [YouTube link](#)
 - [Download mp4](#)
- Montage video with cover, text, and music
 - YouTube link
 - [Download mp4](#)



Book Blurbs

"The client stories clearly illustrate the emotions and real-world consequences of financial decisions."

—**Robin King, Esq.**, President, [Gay & Lesbian Lawyers Network](#)

"Its premises are more radical than I expected ... the political and cultural context is very congenial and deep-thinking."

—**David Nimmons**, Founder, [The Stonewall Bridge](#)

"Practical, informative, insightful, and written from an LGBTQ+ political perspective—which I have not seen before in a financial planning book."

—**Steve Adkins**, President, [Greater Miami LGBTQ Chamber of Commerce](#)

"... an important book ... especially for the younger LGBTQ+ person."

—**Michael Vita**, Co-Founder, [Broadway Cares/Equity Fights AIDS](#)

"An invaluable resource for financial and legal advisors looking to gain the trust of current and future LGBTQ+ clients. Take Pride in Your Money takes you behind closed doors like no others."

—**Joy Loverde**, Best-selling Author of [Who Will Take Care of Me When I'm Old?](#)