

# Influential Women of Orange County

Photography by: Marcy Browne Photography

Randa Hoffman will make you rethink the way you've always approached financial planning.

She's a woman in an industry that's still dominated by men, but for her, that's her greatest superpower.

"There's a different energy I bring to the table as a woman," she says. "Showing up with emotion isn't a liability. It's an invitation to collaborate with your clients, an opportunity to create space to define and explore goals. I'm not giving my clients a one way path to reach those

goals. I'm presenting multiple options, and then, I empower them to choose what feels right for them."

When you show up to partner with Randa, she'll invite you to something she calls a working session where there's no homework and no pretension. Clients come to her from all across the United States, and most of them seek her out because they're looking for a heart-centered approach to financial planning.

"So many of my clients have a history with financial firms where they've been

scared off. But we've created a safe space for them to open up, to share their wildest dreams - there's no judgment. I'm here to uplift people along the way with me, to build a legacy that lasts far beyond my time on earth - and to help my clients do the same."



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