

FINANCIAL CONCEPTS

Celebrating 30 Years of Growing With Mesquite

In 2026, we're celebrating a major milestone—**30 years** of being part of the Mesquite community! It feels like just yesterday we opened our doors, but in reality, a lot has happened in 30 years, not only for our business, but for the city of Mesquite as well. When I look back to 1996, it's hard not to feel incredibly grateful and a little amazed at how far we've come together.

Financial Concepts began very humbly. It was just me, one desk, one phone, and a 10x10 office in an executive suite. I was working completely on my own, building relationships one client at a time, with a vision for serving people well and doing things the right way. Fast forward to today, and we're now in a 2,000-square-foot office with nine employees, serving clients across multiple areas of financial planning. What once felt like a dream now feels like a blessing. Over the last 30 years, our firm has grown tremendously. What means the most to me is that this growth has become a family legacy. Today, my three sons are working alongside me and stepping into leadership as they prepare to take over the business.

Together, our team includes three Financial Advisors, a dedicated Medicare Specialist, and one of our newest services—tax planning and preparation with our CPA. Being able to offer comprehensive financial, Medicare, and tax guidance all under one roof allows us to better serve our clients through every season of life.

Our story is deeply connected to Mesquite's story. I've loved growing alongside this city and the community that has made our success possible. When I first came here, Mesquite's population was just over 5,000. There was no Walmart, no hospital, no Sun City, and very little built north of the freeway. I remember when there was only one doctor in town, whose office was a single-wide mobile home on a vacant lot where City Hall now stands.

The Eureka Casino (originally Rancho Mesquite) had not yet been built, and the Casablanca (then Player's Island) was still under construction.



I don't recall any traffic lights, and the local theater was a small screen inside the Virgin River Casino. While today we may wish for even more amenities, it's almost hard to imagine a time when restaurants, stores, doctors, and medical facilities were so limited.

Mesquite has truly come a long way in the past 30 years and Financial Concepts has grown right along with it. This community has supported us, trusted us, and allowed us to become part of their lives and financial journeys. For that, my family and I thank this town and community for 30 wonderful years and look forward to the next 30 years.

All the best,

Jeffrey Bird



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"Wealth Management"

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