

# 20 THINGS YOU DIDN'T KNOW ABOUT JOHN UNTIL NOW



John A. House  
President & CEO



What are 3 words people use to describe you?

Trustworthy, compassionate and tenacious

If happiness was the national currency, what kind of work would make you rich?

Because I "happily" perceive my work (like being on a full-time vacation) of helping others create a true sense of financial and personal well-being, in conjunction with a viable family legacy, I would continue my current endeavors.

Name one thing not many people know about you.

I have the uncanny ability during long, in-depth interviews or conversations to remember almost everything (exact details) that I heard.

What did you want to be when you were a child?

I envisioned being a "Top Gun" pilot, but settled for flying a Baron Beechcraft

What are you most grateful for in your life?

My parents for their constant support, love and understanding. For my marriage and relationship with Krista, the love of my life.

What is the best advice you've ever been given?

Recognize that prejudice is ignorance, humility is sacred, forgiveness is omnipotent and judgmental beliefs are crippling.

What are your Top 3 all time favorite movies?

*Dances with Wolves, Good Will Hunting and Pretty Woman*

What is your greatest achievement and how has it shaped you?

Transitioning from a business owner of retail men's and ladies' stores to become a financial advisor to business owners. It has caused me to be a constant student (always trying to get better) of the creative planning options for my clients in a variety of disciplines.

“ I have the privilege  
of getting involved  
in people’s lives,  
finding out what  
their concerns are,  
and then providing  
solutions to get  
them to where  
they need to be. ”

What book has influenced you the most and why?

*The Seven Habits of Highly Effective People*, by Stephen Covey. Because I constantly employ all Seven Habits in my life, leading with: “Seek first to understand and then to be understood”.

What one thing have you not done in your life that you really want to do?

My mother’s father was an acclaimed inventor; and I would like to invent something useful to mankind..

What is your favorite quote and who said it?

Walter Lippman: “First we look; then we name; and only then do we see”.

If you could have dinner with any one person, living or dead, who would they be and why?

With my wife, Krista’s father, who was a Lieutenant Colonel pilot in the Marines. Because he died before I met Krista and I would like to know him.

What words of wisdom would you pass on to your childhood self?

Never stop learning and try to get better every day.

List one thing you wish you could change about yourself?

I would like to be more musical and play the piano.

If you could speak to everyone in the world at the same time, what would you say?

Get over your ego’s and the need to be right and appreciate God’s gift of life.

Who is one of your heroes and why?

Dr Wayne Dwyer His transformation thinking and teaching is equivalent to Plato

What is your most treasured memory?

Meeting my wife Krista

If you could have the answer to any one question, what would that question be?

Why is there so much hatred in the world?

If you were to die tomorrow, what would be your biggest regret?

I have none

If you could live in a book, TV show or movie, what would it be and why?

*Top Gun* Because the thrill of flying is my passion