



IVETTE SERRANO*

REGISTERED ASSISTANT

Ivette Serrano was born and raised in Puerto Rico, where she graduated from Catholic University in Ponce, earning a bachelor's degree in business administration with a major in accounting.

She put her accounting degree to use immediately after graduation, when she went to work for the public accounting firm, Peat Marwick & Mitchell. Her next career move was to assume management roles in auditing for the Puerto Rico Telephone Company,

In 1986, Ivette moved to Winter Springs, Florida, where she entered the real estate industry, becoming a real estate agent in 1989. Eventually, she combined her interest in serving consumers with her education and expertise in accounting to move into the financial services industry. She became a licensed life and health insurance agent in 2000.

Ivette feels strongly that her skills in accounting, real estate, and insurance must be backed by her honesty, sense of responsibility, and dedication to serving her clients' financial needs.

Married for over 30 years to her husband, Concepcion, they have three children and one granddaughter. She loves to cook and read.

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** Ivette Serano is a registered assistant with Royal Alliance Associates, Inc. However, Ivette offers insurance products only.*

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