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Kirby Arnall joined Matrix Insurance Agency, Inc. in 1988 as the Vice President of the Planning and Benefits Division. In 1995, he became an owner of Matrix. He continues to head the Planning and Benefits area of Matrix. His division of Matrix works with clients in the areas of Estate Planning, Business Planning, Insurance Planning, Executive and Employee Benefits.

Kirby is a third generation insurance and financial services professional. He holds the Chartered Life Underwriter[®] (CLU[®]) designation from the American College. Kirby is a member of the National Association of Insurance and Financial Advisors and the Society of Financial Service Professionals. He is a life member of the prestigious organization, Million Dollar Round Table.

Kirby was born and raised in Newnan, Georgia, where his family has been in the insurance business since 1922. Kirby attended Hampden-Sydney College, where he received a Bachelor of Arts degree in 1987. Active in his community, Kirby is a member of Central Baptist Church and the Newnan-Coweta Chamber of Commerce. He has served on the Board of Directors for multiple organizations, including The Heritage School, Newnan Hospital, Newnan- Coweta Chamber of Commerce, and the Newnan Rotary Club. In addition, he has coached youth baseball, basketball, and high school soccer.

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