

# JOURNAL BUSINESS

THE FINE PRINT • UPDATE ON ADVANCE AMERICA MERGER • CLIFFS COMMUNITIES EMERGE FROM BANKRUPTCY

## From mailroom to CEO

Trevor Gordon makes a home at the helm of the Sandlapper financial companies

By DICK HUGHES | contributor

Fresh out of the Army and a couple of years beyond high school at age 20, Trevor Gordon got his start in the securities business pushing a mail cart at Raymond James in St. Petersburg, Fla., and later moved up to a "dictation-taking, go-get-my-lunch secretary."

It was "a great opportunity to see all the intricacies of the trading floor, the fixed-income department, syndication, watching money move, watching securities move," he told the *Journal* last week. "I joke that if it paid better I'd still be doing it today."

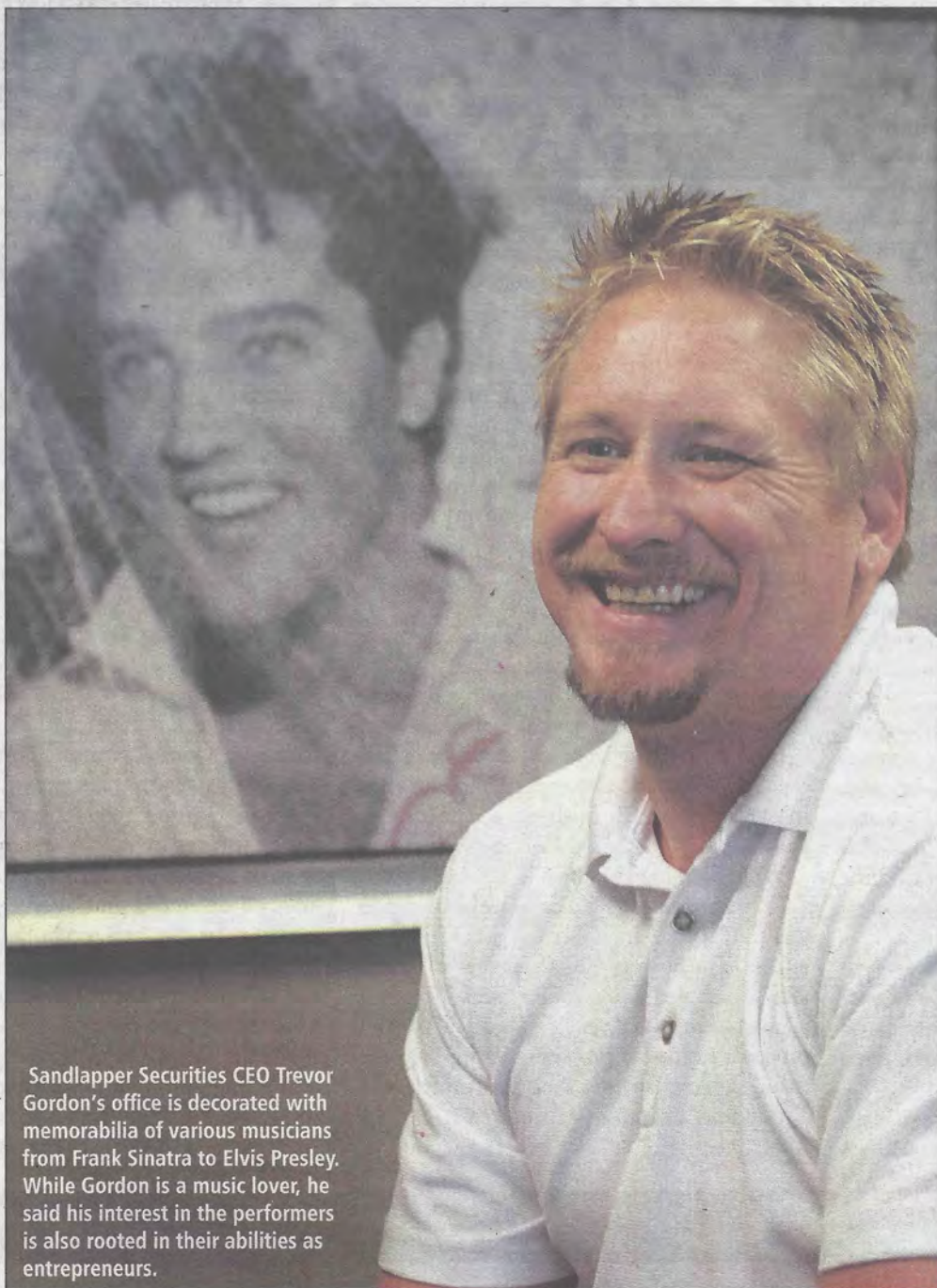
Well, he's not.

Today – 21 years later – Gordon is founder and CEO of four Greenville-based financial companies that meld a complementary spectrum of investment products from the simple to the complex.

The four entities are branded as Sandlapper Capital Investments, Sandlapper Securities, Sandlapper Insurance Services and, the newest and soon most publicly visible, Sandlapper Wealth Management – an addition Gordon considers a natural progression.

"It is a natural fit for us to move more toward the planning and advisory side of the business," he said.

GORDON continued on PAGE 26



Sandlapper Securities CEO Trevor Gordon's office is decorated with memorabilia of various musicians from Frank Sinatra to Elvis Presley. While Gordon is a music lover, he said his interest in the performers is also rooted in their abilities as entrepreneurs.

GREG BECKNER / STAFF



IT'S NEW! IT'S QUICK! IT'S YOUR RESERVED PARKING SPACE WILL BE READY WHEN



Visit us online at [www.gspairport.com](http://www.gspairport.com) and click on Parking Reservations to reserve your space for only \$5. Standard daily parking rates apply.



GS  
ROG

