



Mitchell Starr

A finance major at Florida International University (FIU) until his senior year, Mitch did a quick pivot and earned a bachelor's degree in psychology. His career in psychology was short-lived when he was recruited by a financial firm at a college job fair. Mitch's background in understanding human nature gave him an added advantage in a very competitive field. Recruited by Howard Bienenfeld and Carol Lasek in 1996, Mitch became a partner in 2002, creating the current BLS triumvirate. In December 2023, BLS was acquired by HUB International, where Mitch currently serves as the President of Retirement and Private Wealth for South Florida.

Analytical, hardworking, and entrepreneurial, Mitch is focused on helping his clients work toward their goals of building a better, more secure financial future for themselves. He not only serves as a trusted professional for his clients but also as a resource for associate financial professionals. He is incredibly proud of the growth of BLS and the unusual record of client and employee retention within the firm. "Our practice has always been about putting our clients first which speaks to our integrity. We treat our staff like family, which speaks to our company's culture. The same personal connections that bring our employees to work for us are the same personal connections that keep them there."

Mitch's role model in life was his grandfather, Ted, who served as a father figure. "His dedication to his family and his work ethic continues to inspire me." Having had influential mentors in his own professional and personal development, Mitch is motivated to help others succeed - whether through teaching or informal mentoring. Mitch has been consistently recognized for his performance in the industry and is frequently called upon as a speaker at various conferences.

Mitch serves on the board of the Jewish Community Foundation of the Jewish Federation of Broward County and actively supports several organizations including the Jewish Federation of Broward County, Compassionate Pug Rescue, and Debbie's Dream Foundation. He has also been the recipient of the MassMutual Foundation's Community Service award on behalf of We Finish Together in 2021, and Debbie's Dream Foundation in 2019. Mitch and his wife were recipients of the Dream Makers Humanitarian Award for Debbie's Dream: Curing Stomach Cancer.

Originally from New York, Mitch currently lives with his wife and family and their three rescued pugs in Fort Lauderdale. He enjoys boating, attending sporting and music events, and is an avid fan of the NY Jets and the NY Mets.