



ASSOCIATION FINANCIAL SERVICES, LLC

A REGISTERED INVESTMENT ADVISER FIRM

Your Path To A Brighter Future

755 West Big Beaver Road, Suite # 2020 • Troy, MI 48084 | Office: (800) 943-8804 • Fax: (248) 942-4886
Website: www.association-financial.com | Email: info@association-financial.com

Roffé M. Hofmann Bio

Roffé grew up in Avon Township, a suburb of Michigan approximately 25 miles North of Detroit. The area grew quickly and became known as Rochester and Rochester Hills. He is the son of German and German/Spanish immigrants, with his first language being German. At age 5, he started learning English to communicate with the teachers and children in school. If you speak the language, he enjoys conversing in his native tongue. In his early youth, Roffé was a ski instructor and got his nickname from the Roffé Skiwear Company, now known as Columbia. He served our country in the U.S. ARMY, and was stationed at Ft. Dix and Ft. Langley-Eustis. He was an Aircraft Weapons Systems Repairer, and worked on the Apache, Blackhawk, and Cobra/Super Cobra attack helicopters. Later in life, he attended the University of Michigan. Although he never graduated, Roffé averaged a 3.9 GPA, attained over 100 credit hours and senior status. Due to his academic achievement, he was invited to join both Beta Gamma Sigma and the Golden Key International Honor Societies as a lifetime member. In the future, he plans on going back to finish and receive his Bachelor's in Business Administration.

Roffé never imagined becoming an insurance salesman, but in 1994 he answered a call to an intriguing newspaper ad which began his career in the Health and Life Insurance industry, and inevitably changed his career path forever. Almost 25 years later, his practice has evolved to offer an extensive variety of investment options. Roffé is proficient and devoted to his clients in all aspects of the financial arena. He can be quite the character and prides himself on being able to find humor in everything (including himself).

Roffé is an avid car buff, and some of his many hobbies include DIY projects (especially around the home), history, music, reading, cooking new and exciting foods, experiencing different red wines, golfing, traveling, or just spending time with his wife and better half, Carolee. They have two beloved pets, Dallas the Doberman and Houston, a Bengal cat.

Roffé is an effective listener and communicator, which has proven to be his most valuable asset when working with his clients. Roffé feels an important sense of accomplishment in helping his clients achieve their financial goals.

He looks forward to working with you!