

Jason Prather, JD, LLM



Managing Principal

Jason Prather is an Owner and Managing Principal at Legacy Capital Group in Little Rock, Arkansas. He has extensive experience in sophisticated tax and estate planning strategies and advises affluent clients nationwide in the areas of estate and gift tax, wealth transfer, life insurance planning and tax strategies. Earlier in his career, he was a partner in the tax section of Fort Worth's prestigious Cantey & Hanger, LLP law firm. Both as attorney and financial advisor, Jason develops strong relationships with clients' attorneys and tax advisors, working with them to help create solutions that address the often complex relationship between the financial products and legal structures frequently utilized by wealthy families.

Licensed in Arkansas and Texas, Jason is a non-practicing member of the bar associations of both states. He holds several securities (7, 63, 65) and insurance licenses, and is a multiple qualifier for MDRT's exclusive Top of the Table which recognizes the life insurance industry's top advisors. In 2021 Jason was named by Forbes as one of America's top 250 Financial Security Professionals in the publishers inaugural ranking of insurance professionals.

Jason earned a BBA from Texas Christian University, a Juris Doctor from the University of Arkansas at Fayetteville School of Law, and a Masters of Law (LLM) from Southern Methodist University. He lives in Little Rock with his wife Rosemary and they have two children, Jacob and Jackson.