

Speaker 1: So, it's kind of strange because I lived in Columbus and I've known Doug a long time and we always joked about, oh, if you ever need a high paying secretary, I'm there for ya. And so we kind of talked about that. I was in a government agency job, probably 350 employees, and I was doing their operations and compliance and he finally called and said, "Hey, I think I've got a spot for you." And I'm like, "I'm there." Let's just do this. My old job was very political and this one is clearly not political, and so I was doing compliance there, doing operations things. So it's very similar, only on a much smaller scale.

Speaker 2: So, it's ideal?

Speaker 1: It's ideal and I've enjoyed it a lot. I, again not having the politics involved has been nice. It's ... Everybody works really hard, but we also have fun while we do it. We all enjoy each other, we all have a common interest. We are all here to work for the good of the client and help them meet their goals. So it's kind of nice that everybody is driven for the same goal. Doug is awesome. He's great to work for. Again, he works very hard, but he is very committed to having a work family life balance and it's something that he strives for with clients as well to help them understand you need to have a balance. But he's very good about if you need to leave, if you've got things going on, that's important to him. And so he's very good about making sure that we have that balance.

They're ... It's just a great company. I mean, good people, good values all coming together for a common goal of helping the clients meet their goals. It's important that the integrity of the company is maintained. Doug has built this from the ground up and he brought in people from his old business to work with him and so they knew at that point he had integrity. So everybody we bring in, we also want to have integrity so that the clients know that whoever they're working with is going to get somebody that is there working for their best interest. I handled the compliance piece and some quarterly reporting, billing, all backhanded stuff, and it's nice so that when a client comes in, they're brought in by the adviser, but we do have a team approach. When they come in there, they're working with the client services specialists to kind of get their accounts open.

I'm kind of a backhands person. I'm doing some operational things to make sure things run smoothly. The compliance program, which is robust and vibrant, is worked on annually. I mean we do ... Each month we work on some piece of the compliance so that we are always up to date with it. So when a client comes in and they're looking to transfer accounts, once we get those accounts transferred in and operationally we know that everything is set up right and it's going smoothly, that's when the advisors start really looking and delving into deeper pieces of do they have estate planning set up? Are their taxes going how they want them to be? With the changes in the tax laws, things changed a little bit this year, so I know that they're looking at tax documents to make sure that there's nothing that we can be doing to help with their capital gains taxes and things that may have offset the taxes this year differently.

We have relationships with attorneys to kind of help with that. We have relationships with CPAs that kind of help with the tax planning and the tax piece of it. So we kind of have many relationships that we all kind of bring together so that we're looking at each aspect of the client's financial picture. By doing that, again, we can help lower some of their tax rates for the next year. It just gives them a better sense that we know each piece that's going on with their financial picture to help, to help other parts of their life. Maybe it's budgeting, maybe it's their charitable giving. Maybe it's their helping set up their kids with some finance. So, we kind of look at the whole picture. We've also started bringing in the next generation, and let's talk about mom and dad.

And what their financial piece looks like. When they pass away, what that looks like for you and what you need to know so that when that day does happen, they're not just left with, oh my gosh, we know nothing. They can kind of pick up the pieces. It also helps that they've already met us and they're comfortable with us to help them move down that path themselves.

Speaker 2: Perfect.

Speaker 1: Yeah, so it is important to us that they know that we are looking at their best interests. The fact that we are SEC registered, we follow those rules. The advisors are all certified financial planners. So they have an ethical commitment that they need to do right by the client. I think again it kind of goes back to the integrity. It makes me feel good going every day to a job where not only we have the integrity, we're doing right by people, but they also know that we are helping them in the long run. That there is an end objective and that's to meet their financial goals. And by all of us working together, again, we all have different parts. We're not all client facing, but we all have an important part in their journey to get them to that with our company. Yeah. When clients come in, and again, once we get to know them, we're working in all aspects of their life with the financial planning, with their estate planning, with their tax planning, it's important to us that they become almost family.

Some of the advisors are going out of state to visit their clients and some of them are actually staying in their home, because they see us as part of the family. It's also important to us that we celebrate milestones that they're having, be it their actual retirement, be it new babies. We're celebrating new babies, we're celebrating milestone anniversaries. Again, they're like family to us and we want to be part of those important moments in their life and that's important to us.

Speaker 2: Perfect.