

Long-Term Relationships Begin with Fiduciary Responsibility

FOR THESE BEST-SELLING AUTHORS AND FIDUCIARIES, EDUCATION AND TRANSPARENCY ARE TOP PRIORITIES IN CLIENT-ADVISOR RELATIONSHIPS.



“E ducated clients make better financial decisions,” reflects Ed Kinsey, who, along with partner Marc Roethel, co-founded 5 Wealth Management.

“Our clients find it very refreshing that we don’t try to direct them down a certain path; instead we equip them with the knowledge, education, and resources they need to wisely forge their own chosen path,” adds Roethel.

As co-authors of the Amazon best-seller “The 5 Money Myths”, Roethel and Kinsey have a history of empowering individuals and families to retire with confidence—without the high fees typically associated with brokerage firms.

“We want to help educate people about the common mistakes and misconceptions that can affect successful retirement,” says Roethel. “Consequently, we spend a lot of time offering complimentary educational workshops in the community. Many attendees choose to become our clients after attending one of these events.”

FIDUCIARY RESPONSIBILITY

Kinsey notes that they act as fee-only fiduciaries who are legally obligated to put clients’ best interests above all else.

“Because of how we’re paid as fiduciaries, we are truly incentivized to protect and grow our clients’ portfolios,” he explains. “The more successful they are, the more our revenue grows as advisors. So our clients’ success is our success. We must take care of them for the long haul.”

And, unlike many financial advisors, the 5 Wealth Management team doesn’t just focus on high net worth clients—they try to help as many people as they can.

“We see the opportunity to serve other people by sharing education, as well as advice and counsel,” Roethel says. “We try to treat our clients with the respect and dedication they deserve, regardless of the net worth of their assets. We also often meet with clients in their homes, because many are more comfortable in their own environment as opposed to an office.”

“We don’t want to take any unfounded risk,” adds Kinsey. “So fee minimization and tax efficiency are major aspects of the fiduciary standard.”

BENEFITS OF NETWORK

One of the best ways the 5 Wealth Management team adds value is through professional networking.

“We work hard to maintain a wide professional network,” says Kinsey. “We work with numerous CPAs and estate planning attorneys, for example, so we always have resources outside our own expertise.”

“And oftentimes, we recommend these professionals to our own clients,” adds Roethel.

The team is careful to network only with those who take a similar fiduciary approach to clients in those various arenas, including estate planning and accounting.

“At the end of the day,” says Roethel, “we help our clients decide on the best solutions for their current and future needs. We discover what their concerns are and where they want to go, and then we simply bring in the options that help them get there.”



5 Wealth Management is located at 240 North East Promontory, Suite 200, Farmington, UT 84025. For more information, call **801-218-3514** or visit **5moneymyths.com**.