

INSIGHTS FOR GROWTH-MINDED ADVISORS

The Employer of Choice for Advisors Who Expect More

Growth-minded wealth advisors often face this question: where can I best serve my clients, enjoy where I work, build wealth, and create a lasting impact?

Advisors have no shortage of options for where to work. Some choose banks or one of the many RIAs. Some are rolled up into aggregators focused on acquiring advisors and client assets. Across the spectrum of options, growth-minded advisors are often constrained by bureaucracy, limited autonomy, outdated technology and business practices, product-driven sales requirements, entrenched seniority, and other impediments to their success.

Some advisors have remained free from much of that so far. Yet, as their practice has grown or as their relationship with their RIA support platform has changed, they face the mounting burdens of investing more time and money in people, technology, partners, and other infrastructure—and many do not want to be pulled away from clients.

For growth-minded, client-focused advisors, there is a better option. Goelzer is the choice for wealth advisors who expect more.

A Disciplined Approach to Growth

At Goelzer, our investment philosophy is rooted in a disciplined, unemotional approach that prioritizes resilience and growth. That same philosophy drives our approach to the continuous improvement of our services to our clients and the continued growth of our firm.

Today, with clients across 40 states, we manage over \$4 billion in assets for innovative wealth creators, families of significance, and growing institutions. We have ambitious, yet realistic plans to grow to \$10 billion in assets under management.

As we continue to grow, we are focused on two primary growth areas:

- **Goelzer Private Office:** Our highly tailored services designed to preserve and grow the wealth of ultra-high-net-worth leaders and their families.
- **Institutional Advisory Services:** Our premier suite of OCIO services for endowments, foundations, other nonprofits, and governmental entities.

A Legacy of Independence & Innovation

Since our founding in 1969 by Don W. Goelzer, our firm has succeeded by bringing together people who share our values and who are committed to innovation within an independent firm built to serve clients first. For more than five decades, these have proven to be among our greatest advantages.

These and other factors set us apart:

- We are employee-owned, so every colleague has a stake in our future—one that we know is driven by client satisfaction and our advisors' success.
- Our Chief Growth Officer helps advisors cultivate client relationships and tap into the resources they need to excel.



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- Our multi-disciplinary teams bring together professionals with complementary skills to address complex client needs.
- We provide tailored solutions. Advisors are not compelled to sell proprietary products.
- We invest significantly in technology and empower advisors with leading software solutions enhanced with Artificial Intelligence.
- Our in-house Investment Management Team provides research, analysis, investment strategies, external manager selection, and portfolio management services so advisors can focus on clients, professional growth, and business development.
- From compliance to client services, our team removes administrative burdens so advisors can focus on client needs and growth.
- We are not an aggregator, not a bank where wealth management is one of many competing priorities, nor a lifestyle RIA that grows mainly through market performance.

Compensation & Ownership Aligned for Growth

We think of compensation as a three-legged stool:

1. Competitive base salary and benefits;
2. Meaningful incentives, including profit sharing and uncapped earnings based on new business; and
3. The ability to build wealth through equity ownership.

At Goelzer, compensation fits within the broader context of our career development program, which helps empower and incentivize our professionals to achieve personal, team, and firm-wide goals.

Seasoned Advisors: Protect Your Legacy

For seasoned advisors, there are additional considerations. How can I step back from the increasing complexities of management to focus on clients? How can I pass along what I have learned to the next generation? How will I know that the clients I have cared about for so long will be well served when I am ready to retire?

At Goelzer, we provide:

- A collaborative culture where your experience is valued and your mentorship helps shape the next generation of advisors.
- A thoughtful succession process that ensures a seamless transition for your clients and preserves the legacy you have built.

Our Values Are Non-Negotiable

Not every advisor will be the right fit at Goelzer. Advisors must align with our core purpose and core values. Our mission is to enrich the lives of our clients, colleagues, and community. We think about enriching lives in broad terms, and we are guided by our values of Trust, Integrity, Respect, Thoughtfulness, and Commitment.

We live our values in practical ways:

- We provide a respectful environment where everyone is regarded as a professional.
- We take our work seriously, but we do not take ourselves too seriously.
- We enjoy significant flexibility and autonomy that enable each of us to do our best work.
- We foster an environment where everyone has a voice, ideas are discussed throughout the organization, and decisions are shared openly and in a timely manner.

The Future Is Ours to Shape Together

The path forward for us at Goelzer is clear. Our firm will continue to grow by staying true to our core purpose and core values. We will continue to provide evolving, best-in-class solutions tailored to each client. We will stay flexible and nimble as we seek scale and efficiency to grow effectively.

We invite you to explore what it means to have a career at a firm built for advisors who expect more. To learn more, please visit goelzerinc.com/careers and reach out to me or one of my colleagues. After all, the future belongs to those who see beyond the status quo and take action.

ABOUT GOELZER: With over 50 years of experience and more than \$4 billion in assets under advisement, Goelzer Investment Management is an investment advisory firm that leverages our proprietary investment and financial planning strategies to help successful families and institutions Dream, Invest, and Live.

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