



# Norris Wealth Management Group

Advice. Beyond investing.

Managing your wealth goes beyond managing your money. When we talk to you about wealth management, we'll discover what's important to you and make a plan to help you pursue it. Our planning approach considers important pieces of your complex life that can affect your pursuit of important goals. Today, more than ever before, it's important to make sure you are working with advisors who look out for your needs. If you are not sure what to ask, start here, and we can help you plan for your future.

1. Do you provide a financial plan? Why is financial planning important?

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2. What is your investment approach?

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3. What is your risk management process, and how long has it been in place?

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4. What specific services do you provide?

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5. How are you compensated?

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6. What education, experience, certifications or credentials do you have? Why are they important?

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7. What is your team continuation plan?

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We firmly believe that planning should be a collaborative process. Our team works with all of your trusted advisors to ensure that our advice and solutions are fully aligned across all your wealth management needs. Contact us today! *See our contact information on the right.*

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Our team aims to meet each of your goals and expectations. Below are our answers to commonly asked questions about how we work with you.

**1. Do you provide a financial plan? Why is financial planning important?**

Financial planning is at the core of how we operate within the Norris Wealth Management Group. A financial plan is the heart of holistic wealth management, whether you are just starting to save or transitioning to living on your assets. The first step is to have a conversation—about your goals, concerns for yourself and your family—and then assess where you are today versus where you want to go.

**2. What is your investment approach?**

Our wealth management process begins with a comprehensive assessment of the client's current situation—an understanding of where they want to be in the future. Once that is mutually understood, several investment strategies are offered that are personalized to help them reach the financial goals.

**3. What is your risk management process, and how long has it been in place?**

With over 80 years of combined industry experience, our team has experienced multiple market cycles. This experience has proven invaluable in managing client investments during periods of strong and turbulent markets. It has also taught us to listen to what our client's desire and directed us to help better provide portfolios suited for them. We then utilize various appropriate strategies to help mitigate risk.

**4. What specific services do you provide?**

We work with you to create a fully integrated plan for managing your wealth. Backed by the broadest

selection of resources from within UBS and our external partners, we help you explore the opportunities to assist in growing and protecting your wealth along with preparing for obstacles as we work together over time. Our service breadth falls under seven specific themes: Plan, Access, Save, Borrow, Grow, Protect and Give.

**5. How are you compensated?**

We are committed to fair pricing with exceptional service. Fees are an important topic and consideration to discuss with your financial professional, as well as, the fiduciary responsibilities encompassed within those fees. Our compensation structure is very transparent and follows a consulting and asset management fee schedule tailored to your investment needs.

**6. What education, experience, certifications or credentials do you have? Why are they important?**

We don't rest on our over 80 years of experience. In fact, we have earned 10 industry professional designations and four UBS designations. We continue to push ourselves to constantly evolve within the changing landscape of financial planning and investments through every meaningful educational opportunity we can. This helps us be sure we are providing the best advice we can.

**7. What is your team continuation plan?**

Our multigenerational structure, combined with a team approach provides our clients with the comfort of knowing someone is always here for you and your family. The structure is designed that if a life event of any team member results in a departure, your financial plan and investment process is not disrupted.

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