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CONNECT!

Special Edition

FALL 2015

A PUBLICATION OF



Securities
America

Combining **Girl Talk** and **Money Talk**

Conversation Circles
With Advisor Judi
Hernandez
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Building a **Legacy**

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Caring for Caregivers

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Welcome

We are excited to release our special women advisors edition of Connect magazine! We're very excited to launch this latest milestone in our ongoing commitment to supporting female financial advisors throughout the industry and encouraging women of all ages to consider financial services as a career.

When I started in the industry 30 years ago, women advisors didn't want to draw attention to being a woman in a male-dominated field. There was almost an "earn your stripes" sentiment among more experienced women advisors that seemed to keep them from helping younger women. Today, more women are embracing their strengths and coming together to form a very supportive community willing to share their knowledge and experiences to help each other succeed.

Earlier this year, we launched an online community to serve that very purpose. WomenAdvisorsConnect.com highlights business building ideas from women advisors across the country. We're proud to have a distinguished group of contributors who lead the way in creating successful and fulfilling businesses. We invite you to visit the site, look around and tell us through our poll the topics you'd like to see covered.

It's wonderful to see our women advisors networking, collaborating and forming deep friendships. Patty Laramore, a Securities America advisor for 15 years, said it so well: "There's a natural migration to one another's strength, and there's compassion. It's a beautiful tapestry of give and take that I don't think you find at any firm besides Securities America."

I would love the opportunity to hear your success story. Connect with me on LinkedIn or call me at 800-989-8441.



Janine Wertheim

President, Securities America Advisors, Inc.

Sr. Vice President and Chief Marketing Officer, Securities America, Inc.

Today, more women are embracing their strengths and coming together to form a very supportive community willing to share their knowledge and experiences to help each other succeed.



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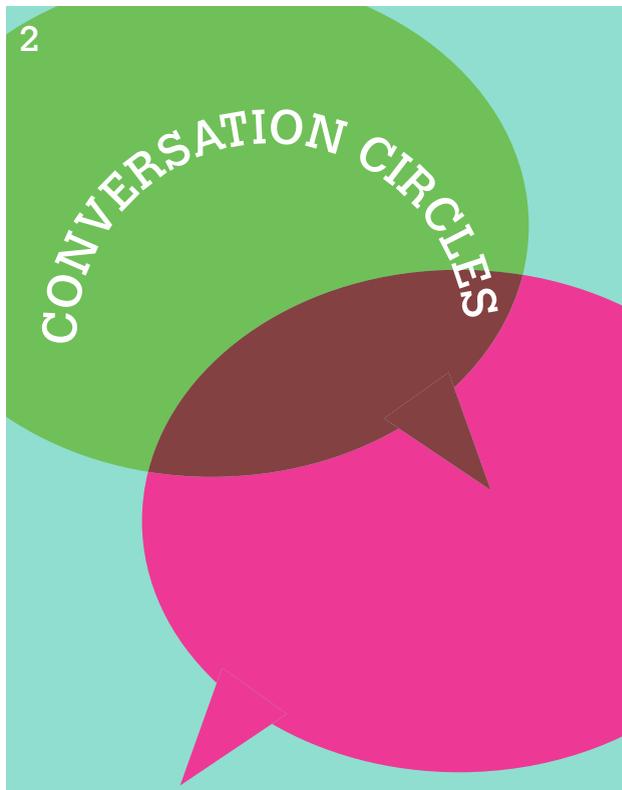
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Combining Girl Talk & Money Talk

Despite her successful financial planning practice,
Judi Hernandez began longing for something
more a few years ago.

“I was feeling divided,” Hernandez said, “as if I left a part of myself outside the door when I walked into my office. There was my personal self and my professional self.”

After graduating from Michigan State University with a bachelor of arts in finance, Hernandez worked in banking investment management in Michigan, New York City and London, England. For the past eight years, she has been a partner and Certified Financial Planner at Cedar Brook Financial Partners, LLC, in West Bloomfield, Mich.

“When I entered the financial industry 21 years ago, there were fewer women than there are today,” Hernandez said. “So I modeled my style after my male colleagues. I learned a lot of great things from them, but I put some of my feminine gifts aside in the process.”

Five or six years ago, Hernandez looked at her book of business and realized a high percentage of clients were women.

"I think that just happened naturally," she said. "Perhaps it was my style of communicating, educating and working with people that caused women to gravitate toward me. At the same time, I really enjoy working with women because they appreciate someone who has the patience to educate them. So I began looking for ways to market to them. Initially, I did a few seminars focused on different women's market demographics with some basic information on financial planning, investments or mutual funds."

Finding that traditional approach unappealing, Hernandez looked for something that would draw women in. She found what she was seeking through Directions for Women, an organization that advocates using Women's Money Circles to initiate meaningful conversations about finances in a collaborative group setting.

After attending one of the organization's training retreats, Hernandez wasted no time getting started.

"I called a number of clients and told them, 'I'm doing something new and different I think you'd enjoy,'" she said. "To my surprise, a dozen women came."

Leading her first few circles was rather intimidating, Hernandez recalled.

"Some of my most significant clients came, and I wondered what their impression would be," she said. "I was stepping out of my conventional approach with a new format. For example, we began the sessions with a breathing exercise or by closing our eyes and getting centered."

Much to her relief, the women who participated were willing to open up with people they didn't know, ask questions and share how money impacts their lives. At the end of the evenings, their responses were overwhelmingly positive. They told Hernandez how much they enjoyed the depth of the conversations and said they felt like they were talking with friends they had known for years.

"The mission of Directions for Women makes so much sense to me," Hernandez said, "using conversation circles to empower, educate and engage women in the management of their personal finance. Most clients and prospects

– if not all – have a bigger story; they are dealing with emotions and challenges that their individual numbers don't reveal. Those personal issues may keep them from asking questions or from even talking to a financial advisor in the first place. How can we really help them if we don't delve further to find out what those stories are?"

Hernandez followed suggestions for structuring the conversations in "The Circle Way," a book written by Christina Baldwin and Ann Linnea. It includes rules about confidentiality and tools that help facilitate discussions, such as passing a talking stick from person to person to ensure everyone has a chance to express themselves, and no one is interrupted.

Employing conversation circles has come to feel natural to Hernandez.

"It's really not new," she said. "Sharing is what women do.

We call our girlfriends, mothers or sisters and ask their opinions about things or let them know what we are thinking about. Unfortunately, we haven't done that as much when it comes to money. But why not talk about what it feels like to invest and how we align money decisions with our values? Once women do, they realize, 'I'm not so different from everyone else. I do actually have resources around me.' And they are freed to ask questions, because they realize someone else probably has the same question."

"We get to the heart of people's personal goals, why they are doing financial planning."

Judi Hernandez
Cedar Brook Financial Partners, LLC
West Bloomfield, Mich.



Although no marketing is done during the conversations, Hernandez believes they help her form deeper bonds with prospects and clients, and change the kind of conversations she has with them at other times as well.

"We get to the heart of people's personal goals, why they are doing financial planning," she said.

Describing how her new approach benefits her personally, Hernandez said, "It's allowed another part of me to come out as I engage in more honest and authentic conversations. I'm bringing my whole self to work now."

Caring for Caregivers

Action Steps to Reach Your Clients on a Deeper Level



Did you know last year November was declared National Caregivers Month? Caregiving for anyone, for any reason, is a big responsibility and can take a toll on those who do not have a strong support system. Financial advisors are in a unique situation and can be part of the support system that so many caregivers seek.

Caring for a special needs child, ailing family members, a wounded soldier or an aging parent, specifically those who choose to “age in place” and spend their golden years in their own home, has its own unique set of challenges. Assisting in the creation of a network for caregivers allows for increased education and services for all of those involved.

The topic of being a caregiver for an aging parent doesn’t always come up in typical conversation or when speaking with your older clients. Caregiving is many times a silent charge. It may not even be recognized with the label “caregiving” but rather an act of love, which evolves naturally over time.

So how do you identify the caregivers in your book of business? Start with simple open-ended questions that lead to more conversation around the parent and adult-child dynamic. Below are a few conversation starters that can lead you down the path for this important discussion.

For senior citizens:

- Where do you see yourself living in 10, 15, 20 years?
- Which child do you depend on in case of an emergency?
- What are your culture’s philosophies about aging?

For adult children:

- What are your parents’ plans for retirement?
- How do you see their situation affecting you?
- Who do your parents count on in case of an emergency?

Emotional, financial and health strains can be relieved by a support system of people, resources and benefits. Advisors can assist in engineering such a network. As the trust and loyalty of the client/advisor relationship grows, so does the need for more guidance in “real life” areas.

Resources and support come in all shapes and sizes. There are many more than what is listed here. This short list will help you start your collection of resources to support your clients, their families and even your own family.

Top 3 Resource Categories

Safety Resources:

- Contact a Certified Aging in Place Specialist via the National Association of Home Builders directory. (www.nahb.org) This allows you to connect with a CAP Specialist that can present tips to make homes safe and practical to live in long term.
- Educate yourself and your clients with free identity-theft resources to keep your clients and their families from being scammed. Information is provided by the Federal Trade Commission (www.consumer.ftc.gov).
- Are your older clients still driving? Provide them with driver safety information through a new program created in partnership by AARP, AAA, and AOTA (American Occupational Therapy Association). Videos are online (www.car-fit.org), and in some states you can host your own event.

Services Resources:

- Veterans and their spouses receive a special benefit called “Aid and Attendance.” Not many are informed or understand how to receive this pension benefit. Debbie Burak is the founder of VeteranAid.org and has made it

her mission to help veterans and their families apply for this benefit. She has been in the shoes of a struggling caregiver while she provided care for her aging parents.

- Developed by the National Council on Aging, www.BenefitsCheckup.org allows seniors to discover if they are eligible to receive benefits that can pay for necessary items such as medications, healthcare, food, utilities and transportation.

Caregiver Support Resources:

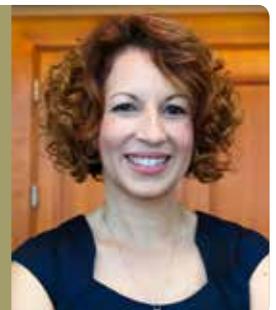
- Aging Life Care Association, formerly known as National Association of Professional Geriatric Care Managers (www.aginglifecare.org). Familiarize yourself with these professionals and their services as advocates for the elderly and their families.
- Caregiver Action Network (www.caregiveraction.org) provides resource toolkits, informative articles, and caregiver forums that allow caregivers to support and network with each other.

While caregivers can be men or women, typically caregiving responsibilities belong to women, who are more nurturing by nature. Each day, more women fall into the category of the Sandwich Generation. They have the competing responsibilities of childcare, parent care and fulltime employment. Some may have grown children, but as life expectancies have increased, they are also taking care of parents as they are entering their own retirement years.

Prepare yourself and your teams to be there as a resource and a shoulder to lean on. Educating your clients and showing you truly care about their struggles will solidify your relationships. It will also be the catalyst that will draw their friends and families to you as future clients.

Guest Author: Missy Escribano

As a Certified Aging in Place Specialist, she consults with senior citizens and their families to modify their homes so they remain safe and comfortable in their homes as long as possible. She speaks with advisors on this topic and advises them on strengthening their client relationships with their clients’ children. She is a registered corporate coach, has a master’s degree in adult education & HR leadership. She is certified to deliver DiSC assessments and workshops.





Modern Mentoring

LIFT Mentoring Program for Women

Women often faced difficult environments as they ventured into new roles in the business world of the 1980s. With tough resolve, they showed up in big-shouldered suits and worked hard to prove they could compete and make a place for themselves. Consequently, they often acquired an “everyone has to earn their own stripes” mentality toward other women. Thanks to their success, today’s women enjoy a more supportive sisterhood with female colleagues.

While today's business atmosphere is generally more receptive toward women, they are still under-represented in the financial services industry. That's why Securities America collaborated with our parent company, Ladenburg Thalmann, and our sister broker-dealers to create the Ladenburg Institute of Women and Finance in 2012. LIWF seeks to educate and empower women advisors and women investors to control their financial future. A year later, the Ladenburg Institute of Women and Finance founded the LIFT Mentoring Program to encourage and support the development of women advisors through coaching, networking and sharing experiences.

"LIFT pairs experienced and up-and-coming advisors for a 12-month, structured coaching program," said Janine Wertheim, president, Securities America Advisors, Inc., and senior vice president and chief marketing officer, Securities America, Inc. "Our inaugural participants completed the program last fall. Our current teams finished this fall, and three more teams started in October. The feedback we've received from participants has been incredibly positive.

"Mentees truly appreciate the opportunity to talk with someone outside their practice with an objective view," Wertheim said. "They ask their mentors to help them focus on what is most important, prioritize their activities, build relationships with successful women, and organize and grow their practice. A strong bond is often formed during their year together. In fact, several mentees have told me, 'I love my mentor; I have this wonderful lady for a friend.'"

The mentoring pairs meet face-to-face at the annual LIWF symposium, where

they receive formal training for their respective roles and agree on three goals the mentees will work toward throughout the year. While monthly discussion topics are provided, individual mentee needs ultimately drive the direction of each pair's conversations.

Paula Dorion-Gray, CFP® and chief executive officer of Dorion-Gray Retirement Planning in Crystal Lake, Ill., explained why she is serving as a LIFT mentor for the second time.

"I've been in the business a very long time and know the statistics; we don't have enough women in the industry," Dorion-Gray said. "This was an opportunity to give back to an industry that has been very, very good to me. When I look back on my 33-year career, I think of all the times it would have been so reassuring to have a woman to talk to about emotions and issues that come up in this business that don't necessarily come up for men."

Dorion-Gray is currently paired with Gina Van Baren, CFP® of DSB Wealth Management, in DeMotte, Ind. She helped Van Baren organize her business structure within a financial institution and shared hiring insights when Van Baren needed to add a second staff person to her practice.

Describing the benefits she has received through their relationship, Dorion-Gray said, "Gina is delightful to work with. She's like a sponge, with so much energy and a contagious enthusiasm for the business. Plus, I learn a lot through mentoring. I learn about myself, and I'm reminded of things I've learned."

Sharla Jessop, CFP®, vice president and private wealth management consultant for Smedley Financial Services Inc.®, in Salt Lake City, Utah, and Hiedi Hendrickson, CFP® of RiverStone Financial Group and Insurance Services in Buffalo, Minn., were one of the original mentor/mentee pairs. Like Dorion-Gray, Jessop found the experience very rewarding.

"We advise people all day long, but it's particularly fun to share information with someone in our business and watch the transformation," she said. "It

was exciting to see Hiedi's self-confidence increase, to watch her develop a greater sense of direction and to witness her success. At the same time, I benefited from sharing things that originally helped our company succeed. Sometimes as businesses grow, we get distracted from doing things that worked in the past. My discussions with Hiedi made me think about why we dropped some of those practices. It led us to re-evaluate things we thought needed to be upgraded and changed."

At the same time, Hendrickson greatly appreciated the opportunity to bounce ideas off a more experienced advisor.

"It's been a wonderful experience," she said. "Sharla helped me in so many ways. She helped me segment my clients, talk through staff issues and pinpoint some marketing initiatives. For instance, I took her advice and started a newsletter, so I could develop a prospect list and market to those individuals. I also started doing workshops for clients and their guests in order to gain new clients."

Gratified by the impact the program is having on those involved, Wertheim said: "It's wonderful to see women networking, collaborating and forming deep friendships. The momentum among our women is so incredibly strong; we feel we've only just begun to explore ways to encourage this opportunity."



Hiedi Hendrickson (left), and Sharla Jessop (right), find mentoring to be a valuable, rewarding experience.

Lead, Grow, Inspire



On your career journey, you may have been told to “build a network.” Truth is, we build a network from the moment we’re born. Every interaction that is more than passing is part of your network. In some ways, networks are like seeds: some blow in, take root and flourish; some we deliberately plant and nurture and some blow out again, never taking root.

A well-cultivated network can help women overcome hidden pitfalls, brick walls and glass ceilings. As far as women have come in the business world, we still haven’t reached equality with men when it comes to representation in the C-suite. While many entrepreneurs are women, as business owners women fail more often than men.

To have a truly bountiful network, you need male and female connections. Connections with other women often create a safe place to ask any question, express doubts and fears, and share the pie-in-the-sky idea or dream – and receive support in return rather than judgment, pat answers or condescension.

While women in business during the ‘70s, ‘80s and ‘90s may have been competing for the same few spots for token females, today the female factor has created something of a sisterhood of support and encouragement.

Women want to succeed, and want other women we know and respect to succeed. That desire is often strongest in industries that continue to be male dominated – such as financial services.

Today’s business environment provides fertile ground for women to grow a powerful, action-focused network. Like a garden, your network grows best with cultivation – seeding, feeding and weeding.

Seeding:

Letting seeds blow into your network garden will definitely get you a variety of growth – but not necessarily the kind that helps your career. You need to seed your network by proactively connecting with people.

Some business gurus recommend a planned network where you review your existing connections, identify gaps or areas that need building, and then reach out to experts or leaders in those areas to make connections. Others prefer a more natural approach, where you make an effort to connect during your normal activities but not necessarily with specific people for a specific reason.

Seed your network with contacts likely to produce results by using these approaches:

- **Regardless of age, gender, occupation or geography, every relationship has potential.** Grow diversity in your network by seeking out connections outside your comfort zone.
- **Make your connections meaningful.** A few thoughtful conversations that leave both parties interested in learning more will be worth more than a stack of business cards.
- **Consider where you want to go professionally and personally, and evaluate your network.** Do you have connections you will need to reach your goals? If not, ask others in your network for recommendations and introductions. Follow up with a personal note that includes your areas of expertise that the contact may find helpful.
- **Networking is give and take.** If you approach new contacts by finding out how you can help them, you should never feel awkward about asking them to help you.

Feeding:

Like a garden, your network needs care and feeding to nurture results.

- **Be friendly toward your connections, but not every connection should become a friend.** As much as you may feel an instant connection with a new contact, keep it professional in the beginning and let closer friendships evolve over time.
- **Consider organizing your connections in a Contact Relationship Management (CRM) system that lets you track communications and details.** A system that sorts by geography, occupation or employer can help you quickly locate the right contact. It can also help you spread out your requests by tracking the last time you emailed or spoke to a contact, the topic and the outcome.
- **Say “thank you.”** Email may be enough for simple requests. Other situations may call for a handwritten card or even a small, tasteful gift that shows you know something about the other person. For example, sending a coffee mug with your company’s logo feels more like selling and less like thanking. If you know the contact is a coffee connoisseur, send a bag of gourmet beans or a mug from the city where you met.
- **Make useful introductions.** Introducing people because they have minimal similarities – like age or gender – wastes your time and theirs.
- **Ask your contacts how you can be helpful – and note their answers in your CRM system.** Group similar answers together. For example, people interested in jobs with your company or people looking to relocate to your city.
- **Do what you say you’re going to do when you said you would do it.** This can be challenging when you have dueling priorities like career, family and community service. Contacts will

think of you more highly if you make fewer promises and deliver more than expected than if you deliver bare minimum on many items.

- Stay in touch. Periodically review your network for those you haven't communicated with lately. Make a list of three to five names. When you find something of interest – a new connection, an article or an upcoming event – send an email or note with an invitation to coffee to catch up.

Weeding:

At some point, we all come across people from whom we would prefer to disconnect; people who have overstepped the relationship, called on our goodwill too many times or are in a situation with which we prefer not to be associated. Weeding your network may not happen often, but when it does, keep in mind a few tips:

- **Don't burn bridges.** As upset or angry as you may be, keep your final communications professional and factual. In today's age of instant online sharing, that email vent that made you feel momentarily satisfied can quickly leave you embarrassed and permanently discredited.
- **Be clear.** If you find yourself wanting to maintain a connection but redefine some boundaries, be specific about what you are willing and not willing to do. For example, "I am happy to continue receiving your newsletter, but I prefer not to receive any solicitations for contributions."
- **Offer a compromise or alternate idea.** Maybe a connection is contacting you too frequently. Rather than avoiding calls, let them know how often or when you would be available. "I love our discussions about the

future of employer retirement plans. Why don't we set up a quarterly lunch where we can catch up on developments in that area?"

Many companies value networking opportunities specifically for women to create a safe place for discussion that tends not to occur with men in the mix. While not intended to exclude men, these groups often develop a communication style and culture that is distinctly feminine.

The Ladenburg Institute of Women and Finance, for example, brings together female advisors and home office staff from the five broker-dealers owned by Ladenburg Thalmann – Securities America, Investacorp, Triad Advisors, Securities Service Network and KMS Financial Services – along with sister subsidiaries Highland Capital Brokerage, Ladenburg Thalmann Asset Management and Premier Trust Company.

"It's been exciting to participate in the growth of women advisors forums within the organization, starting with Securities America and continuing with Ladenburg," said Amy Lipsitz, chief executive officer of L & M Financial in New York. "It is probably the most impactful thing that has happened in my career, to be able to communicate with other women who are doing exactly what I'm doing. It's a new way of thinking, and I think the opportunity women advisors are getting in this organization is exciting."

Advisor Judi Mohr of North Carolina wasn't necessarily looking for a strong women advisor network when she decided to look at a new broker-dealer and ultimately chose Securities America.

"I am just delighted with the fact that female advisors are embraced here," Mohr said. "I've been doing this 27 years now, and this is the first time I've ever been invited to be part of a community of women advisors. Don't get me wrong. We love going to meetings with our male counterparts, but when we get together as just women, we tend to talk to each other a little differently. Some of the subjects that are concerns for us as mothers, as wives, as sisters, are intuitive for us to talk about, but we normally don't talk about them when we're with a general audience."

If you would like to network with other women advisors, visit **WomenAdvisorsConnect.com**, where you will find information and discussion to inspire and empower your vision of success.

A well-cultivated network can help women overcome hidden pitfalls, brick walls and glass ceilings.





Building

“Life is short, and you don’t know what is going to get thrown at you. To not have a plan puts your family, your employees and your clients in a tough situation.”

a Legacy

TEN-YEAR-OLD SAMANTHA HUMPHREY knows what she wants to be when she grows up. She plans to take over the financial services firm her grandmother founded in Saint Cloud, Minn., and that her mother, Laurie, leads today.

Laurie didn't always plan to follow in her mother's footsteps as the owner and lead financial advisor for Granite Financial. It wasn't until she started working part-time in the practice during her college years that Laurie began to see her mother, Pat Hinds, as others in their community saw her: a successful and respected business woman.

"Working in the back office of the business helped me grow and made my relationship with my mom grow," she said.

After graduating cum laude from Saint Cloud State University, Humphrey specialized in long-term care insurance for a company in Minneapolis for five years before returning to Granite Financial in 2006.

"My hope all along was that Laurie would follow me into the business and take over my firm someday," Pat said. "With her raising a young family, we hadn't fully detailed a plan for how or when that transition would happen. And then I had a major medical incident three years ago that moved our plan up about five years."

Pat's dedicated and experienced staff swung into action as Laurie fast-tracked into her new role as advisor and leader of the business.

"Our plan was to wait until my kids were a little bit older before I worked on getting my licenses," Laurie said. "It was scary, because there was a lot of change, a lot going on with learning more of the business and trying to manage staff and studying for my licensing tests."

The experience highlighted for mother and daughter the importance of having a continuity plan, regardless of one's age.

"Looking at what happened with Mom, planning for unexpected illness or other emergencies is really important," Laurie said. "Life is short, and you don't know what is going to get thrown at you. To not have a plan puts your family, your employees and your clients in a tough situation." For many months, Granite Financial kept Laurie's new role somewhat low key. She had already started sitting in on client appointments. As time passed, clients began to ask

questions about the future of the business. Some clients knew about Pat's illness. Others did not. In the summer of 2015, Pat and Laurie decided to make the transition official with a heartfelt letter from Pat to her clients.

"Words cannot adequately describe how proud I am of Laurie's accomplishments, and how blessed I have been to have her join me in this business that I love," Pat wrote. "She shares my beliefs, goals and passion for helping our



Above: Pat Hinds, daughter Laurie Humphrey and granddaughter Samantha Humphrey

clients. She has learned every aspect of the business, from paperwork to portfolio design, and continues to expand her knowledge. She is preparing to purchase Granite Financial from me, to continue the legacy I started two decades ago. Few parents could ask for more from their child, to have her so completely embrace this other child – my business – that I have lovingly nurtured."

Client response to the letter showed Laurie and Pat the importance of good communication, no matter what the situation.

"We were a little nervous about putting everything out there, but all we've received is positive feedback," Laurie said.

“People have called to thank us for letting them know what’s going on. Mom has received emails from people congratulating her on her retirement. So it’s been good.”

The life stage of many of Granite Financial’s clients made communication about the future of the business even more important.

“Communication about continuity and succession shouldn’t happen just because a health issue or other emergency comes up,” Laurie said. “As we are aging, our clients are also aging. They don’t like change or uncertainty, especially when they are getting ready to retire or are already retired. As we started talking about Mom’s exit plan, we heard from clients that they liked that I was already in the office and they could start getting comfortable with me. We do a lot of joint meetings, and that has helped them adapt. And it helps the clients to know that Mom is not going away entirely. I think clients like knowing that Mom and I talk, that I get their history from her.”

Pat isn’t the only woman mentor to help Laurie in her journey. She participated in LIFT, a mentoring program offered through her broker-dealer, Securities America, in conjunction with its parent company, Ladenburg Thalmann. The program paired her with Kimberly Kropp, a 30-year industry veteran who owns Moylan Kropp Retirement Planning in Omaha, Neb.

“Working with Kim has challenged me to move outside my comfort zone and has given my confidence a boost that is outside the mother-daughter relationship,” Laurie said. “Jumping into this business in an accelerated fashion meant having many things thrown at me at once – licensing, learning to run a business with a staff and working with clients, just to name a few. Having someone give me a fresh perspective

and teaching me from a different point of view provided cross-training that you can’t get from any book.”

Prior to her illness, Pat had hired another advisor to work with her and possibly take over the business if Laurie decided not to. But having Laurie in the business and ready to take on that challenge during a crisis allowed Pat to see her vision of a second generation running Granite Financial come to fruition.

“Having Laurie there when I needed her, personally and professionally, was a huge relief,” Pat said. “The stress level was running pretty high at that point. Knowing that Laurie would take care of my clients in a similar manner as I would and being able to work together with the same goals and objectives in mind was primary. I was really proud of how Laurie was able to step into my shoes so quickly and really take as much interest in the business as I did.”

Pat continues to meet with clients but has given the day-to-day operation of the business to Laurie. Having passed all the necessary licensing exams, Laurie is now working toward the Retirement Income Certified Professional designation from The American College.

“Having my mom turn over her baby to me, this business that she’s grown, spoke volumes about her trust level in me,” Laurie said. “I am proud of her and what’s she’s built. I know the relationships she has with her clients speak to the person she is, and I just appreciate that I have the opportunity to continue that care into the future.”

And Samantha stands in the wings, waiting to become the third generation of women to run Granite Financial – after she finishes school, of course.

Pat and Laurie’s **5** Keys to Successful Continuity & Succession Planning



1. Expect the unexpected. Think through not only a planned and anticipated succession but emergency situations like illness or disability that may require the plan be implemented sooner than expected.



2. Involve your staff. They will provide critical support for you and your clients if an emergency happens, especially if your successor or continuity partner is a family member.



3. Communicate with clients. Let them know you have a plan that ensures they will be taken care of in the event you cannot.



4. Make introductions. Involve your successor or continuity partner in meetings with clients, or at the very least, introduce that person to your clients in a letter. Send periodic reminders that unexpected life events can change the best laid plans – and that’s why you’ve planned ahead.



5. Put your plan in writing and share it. For example, your broker-dealer and other business partners need to know what to do if you become ill, disabled or die. Update your written plan annually and make sure key staff know where to find it in an emergency.

Are you prepared?
Scan the QR code to download a
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REAL

community

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Women Advisors Connect

Giving advisors a community for collaboration and learning.

The benefits of working together to make the financial services industry an even better place for women are immeasurable. Securities America has seen it firsthand within our own community of women advisors. We are proud of the women who are sharing their stories and their insights, and invite you to become a part of this community.

Visit us today at
WomenAdvisorsConnect.com.