



WORK \ FINANCE \ LIFE



San Diego's Business Across the Border; Charleston's New Muscle; Nashville Expands Its Repertoire



How U.S. Cities Do Business Overseas; One Man's Mission to Revive New Orleans; How Smart Is Your City?



Palm Springs' Youth Movement; Atlanta's Kitchens Heat Up; Pittsburgh Shakes Off the Rust

Worth[®]

THE EVOLUTION OF FINANCIAL INTELLIGENCE

DESTI NATIONS 2016

**THE 15 MOST
DYNAMIC CITIES
IN AMERICA**



WORTH.COM

VOLUME 25 | EDITION 03

When financial counseling is an executive benefit, is the executive the only one who benefits?

BY STEPHEN R. STELLJES



Standing, left to right: Liz Talbot, Stephen R. Stelljes, Nadine Lee; seated: Michael J. Nathanson

THE COLONY GROUP

Massachusetts | New York | Virginia | Florida

800.758.8200

TEAM

Michael J. Nathanson, JD, LLM, Chairman,
Chief Executive Officer, President

Nadine Lee, CFA®, CFP®, PFS, Managing Director—
Metro NY Offices, President, Colony Family Office

Stephen R. Stelljes, JD, CFP®,
President of Client Services

Liz Talbot, CFA®, CPA, Managing Director,
Senior Financial Counselor

ASSETS UNDER MANAGEMENT
\$5 billion (approximately)

MINIMUM FEE FOR INITIAL MEETING

None required

FINANCIAL SERVICES EXPERIENCE

Nathanson, 25 years; Lee, 35 years;
Stelljes, 22 years; Talbot, 30 years

PRIMARY CUSTODIANS FOR INVESTOR ASSETS

Fidelity, Schwab, TD Ameritrade

METHOD OF COMPENSATION

Fixed fees (planning services); asset-based fees
(investment services)

PROFESSIONAL SERVICES PROVIDED

Planning, investment advisory and money
management services

EMAIL

mnathanson@thecolonygroup.com
nlee@thecolonygroup.com
sstelljes@thecolonygroup.com
ltalbot@thecolonygroup.com

WEBSITE

www.thecolonygroup.com

Y

ears ago, companies competing for talent added “perks” for key executives, including company-sponsored financial planning, with the company paying a stipend for executives to receive planning services. Over the years, as profits were squeezed, some dropped this benefit.

Today, growing businesses are again considering innovative benefits to attract the best talent. These companies recognize that not only can they attract top talent with company-sponsored financial planning but also that these programs benefit the company itself in the following ways:

1. Professionally advised executives are equipped to avoid mistakes that hurt their companies. If reckless behavior by executives is a symptom of the ills of corporate America, then company-sponsored financial counseling may be the cure. Properly advised executives are less susceptible to making mistakes regarding securities, tax and corporate laws and other regulations.

Further, properly counseled executives will have a better understanding of securities law such as insider-trading rules, applicable filing and disclosure rules, and the Sarbanes-Oxley Act.

Good advisors will take steps to implement, monitor and coordinate an executive’s compliance requirements by assisting with 10b5-1 trading plans while meeting company-share ownership requirements.

2. Executives who have their own affairs in order are better able to focus on their jobs.

Executives who lack sound personal financial guidance may be forced to spend a disproportionate amount of time focused on their own financial affairs. In turn, these distractions may detract from their job performance.

Firms offering the best counseling utilize technology to provide their executives with current financial statements and tools reflecting the dynamic nature of their professional and personal circumstances.

“

Educating executives on the breadth and value of their own compensation and benefits can generate goodwill for the company.

”

Each executive’s investment, retirement and estate planning package is structured with a long-term outlook and in a coordinated fashion, while net worth, cash flow, retirement, education and tax projections reflect current circumstances, and model alternative scenarios.

3. Advice provided by an independent fiduciary can mitigate any conflicts that exist between executives and their companies.

Many companies do not pay sufficient attention to the conflicts of interest between themselves and their executives. An executive’s decision to exercise an option, for example, or to sell shares of stock may be a

decision in which the employer has a competing, or at least differing, interest.

In the negotiation of an employment or severance agreement, an independent fiduciary can provide valuable guidance as to the potential implications to the executive’s own financial plan.

4. Company-sponsored financial counseling is an effective way to deliver value to executives.

An advisor who counsels multiple employees from the same company becomes familiar with the company’s benefit offerings, deferred-compensation arrangements and in-house policies and restrictions.

Educating executives on the breadth and value of their own compensation and benefits can generate goodwill for the company. An often-unanticipated benefit is the re-

duced frequency of compensation and benefits inquiries individual executives then pose to human resources personnel.

5. While offering company-sponsored financial counsel to its top executives, the company can support all employees.

Growing businesses are highly motivated to attract and retain newer team members who are driving the day-to-day business. While these employees may not have accumulated significant wealth, they still have concerns around their personal finances.

Smart companies can work with their financial counseling providers to come up with innovative programs that help the rest of the staff feel supported and educated as they accumulate wealth.

High-growth companies are recognizing the need to support the financial-counseling needs of their executives and leaders of the future. Those that continue to do so are positioned to win the war for talent and succeed in retaining their executives for years to come. ●

⬇ ABOUT US

FOUNDED IN 1986, THE COLONY GROUP IS AN INDEPENDENT, FEE-ONLY FINANCIAL ADVISORY FIRM THAT STRIVES TO PROVIDE PEACE OF MIND TO CLIENTS. ITS TEAM OF TRUSTED EXPERTS DELIVERS OBJECTIVE FINANCIAL ADVICE, PROVIDING CLIENTS WITH A HIGH LEVEL OF PERSONALIZED SERVICE. The Colony Group works with high net worth individuals and families, corporate executives, professionals and institutions, providing deep expertise that goes beyond investment management. The firm’s clients have access to a full suite of financial counseling services, including tax, estate, retirement and philanthropic planning, asset allocation and cash and risk management. ●



Stephen R. Stelljes, JD, CFP®
President of Client Services

The Colony Group
Massachusetts | New York | Virginia | Florida
Tel. 800.758.8200

sstelljes@thecolonygroup.com
www.thecolonygroup.com

REPRINTED FROM

Worth
THE EVOLUTION OF FINANCIAL INTELLIGENCE

The Colony Group is featured in Worth® 2016 Leading Wealth Advisors®, a special section in every edition of Worth® magazine. All persons and firms appearing in this section have completed questionnaires, have been vetted by an advisory group following submission by Worth®, and thereafter paid the standard fees to Worth® to be featured in this section. The information contained herein is for informational purposes, and although the list of advisors presented in this section is drawn from sources believed to be reliable and independently reviewed, the accuracy or completeness of this information is not guaranteed. No person or firm listed in this section should be construed as an endorsement by Worth®, and Worth® will not be responsible for the performance, acts or omissions of any such advisor. It should not be assumed that the past performance of any advisors featured in this special section will equal or be an indicator of future performance. Worth®, a publication of the Worth Group LLC, is a financial publisher and does not recommend or endorse investment, legal or tax advisors, investment strategies or particular investments. Those seeking specific investment advice should consider a qualified and licensed investment professional. Worth® is a registered trademark of the Worth Group LLC.

.Please note, as of 01/13/24, Colony transitioned from a fee-only advisor to a fee-based advisor.