[MUSIC PLAYING]

I started the Mannen Financial Group in 2013 with the best practices that I had learned in the 20 some years before that. It was a way for me to take those practices and hire some of the best team members along the way and really set ourselves apart in the financial services industry. And I think what separates us is our heart of service, understanding that you have one job for a client. And that is to listen, understand, and solve problems.

When clients come in to meet with us, I want them to feel like they're walking into their second home. I want them to feel welcome, feel warm, almost like they can leave their shoes at the door. I want them to know that they can ask us anything.

They want to know that someone's going to be there for them. They want to know that they have someone in their corner that they can trust.

What I want my clients to experience is that genuine feeling of we are here for your needs, specifically.

We've come to realize we serve a lot of clients and transitions in their lives. So whether they're going through a divorce, they're recently married, they've started a new business, we are here to help a wide range of clients, but really when you're going through a transition.

And if they need to talk to us about something other than their wealth, we're all ears. That's what we're here for. We're a sounding board, so they can talk about what's going on in their house, in their mind.

I get great personal satisfaction in solving problems. I also get great personal satisfaction in empowering people or helping them understand or get through a transitional time.

We really do care. We have a large, diverse client base. And I feel that we just really want to help other people achieve not only their financial dreams, but their other goals and aspirations in life as well.

I often say what we do is a noble calling. I think the top five things that most people hold near and dear to them would be their family and their friends and their faith and their health and their wealth. We sit in one of the big five areas of our clients' lives. You cannot take that seriously enough.

I have helped clients in ways I never thought and tackled problems that I never even dreamed existed. And it's really rewarding when you solve something for a client and you get that positive feeling back from them or them saying, I could never have done that somewhere else. It's different. And because Wells Fargo is so large, we have a lot of resources, and we can help clients beyond just your brokerage accounts. We can help them in other areas that Wells Fargo is affiliated with.

I always say my final team member is the home office, which is down at 1 North Jefferson here in St. Louis. And I've been able to build great relationships there over the last 25 years. If I have a client that has an issue, there is a team of experts waiting to help them.

By being able to take some of the burden of managing the wealth away from the client, that we can help them with that piece, it gives them more time to spend with family and friends. And that's really something that we enjoy doing here at the Mannen Financial Group, is helping them with their wealth in order to give them back time.

At the Mannen Financial Group, of course we want to help people reach their financial goals. That's our primary objective. But in doing so, we want to shift some of the weight of doing that onto us. We want that to be our responsibility. That frees people up to fulfill their life purpose at each stage of their lives.

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