FRESH ADVICE

THE SCIENCE AND ENGINEERING OF FINANCIAL ADVICE



Michelle A. Clary, CFP®, ChFC®, CLU®, RICP®, AEP®, CEO of Piton Wealth



The Piton team has lately been inspired by scientists and engineers, both among our clients and in the community, to share how we can serve the financial planning needs of scientists and engineers especially well, all the more because of the fresh steps forward our firm is taking. As a result, Piton Wealth is now positioning itself distinctively to serve scientists and engineers with a commission-free, fiduciary approach, and fueled by leveraging analytical data and evidence-based strategies. Piton CEO and founder Michelle Clary adds, "My experience over the years with many clients who are scientists or engineers has also shown how much they recognize and value not having a conflict of interest. It's one of many areas where our values align with their priorities."

A COMMISSION-FREE, FIDUCIARY ENVIRONMENT

In recent months, Piton Wealth has been refreshing every aspect of our practice model and all the components and tools for it, so that we operate with the proper blend of diligence and optimization. The focus remains your financial well-being as our top priority, but the mechanics are now better than ever. We understand that clients in science and engineering often require specialized financial guidance due to their unique career trajectories and financial aspirations. We have made it our mission to create a financial advisory environment unhampered by commissionable events and conflicts of interest.

A PURE FIDUCIARY ENVIRONMENT

We are proud to operate in a pure fiduciary environment, which means that our advisors are legally and ethically bound to act in your best interests at all times. This fiduciary duty is the bedrock of our approach. When we make recommendations, you can trust that they are tailored to your financial goals, risk tolerance, and unique circumstances. Furthermore, our larger and more important project is for you to fulfill your life goals, so benefits of our fiduciary commitment will always be oriented toward those goals.

COMMISSION-FREE ADVISORY SERVICES

Many financial advisors earn commissions on the financial products they recommend. At our firm, we do things differently. We are intentionally eliminating commissionable events to ensure that our advisors are not incentivized to promote certain products or strategies based on financial gain. This commitment to transparency and impartiality means that our advice is solely focused on your financial success and the goals you have for that success.

CONFLICT AVOIDANCE

To maintain a conflict-free environment, we adhere to a strict code of ethics that prohibits any actions that might compromise your best interests. This extends to potential conflicts arising from affiliations with specific financial product providers or corporate entities. Our advisors are free from such affiliations, allowing them to offer unbiased, client-centric recommendations.

LEVERAGING THE POWER OF HISTORICAL DATA AND ANALYTICS

Analyze the data, the needs and the goals. Build what works to achieve those goals. Repeat. Scientists and engineers take data and evidence and devote their analysis to building what solves and improves the results. That is what Piton does, too. In particular, our investment team specializes in using historical data and analytical methods to ascertain trends and likely financial events, creating evidence-based strategies oriented toward the results over the long-term. Another Piton Wealth Advisor with years of experience with scientists and engineers, Nick Mercer, emphasizes the richness of this work with clients, "With these clients, we know the importance and rewards of utilizing a quantitative approach to financial planning, sharing the charts and spreadsheets that guide our recommendations, all followed by rigorous, ongoing analysis of performance."

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Here's why this approach benefits clients in science and engineering fields

ANALYTICAL DATA: We use data to make informed, objective decisions that align with your financial goals. Our analytical approach minimizes the impact of emotions or personal biases on our recommendations.

RISK MANAGEMENT: Historical data and analytics help us assess and manage risk. By quantifying the potential risks and rewards of various financial strategies, we empower you to make well-informed decisions that are specific to your individual financial situation.

PERFORMANCE TRACKING: We regularly monitor the performance of your investments and financial plans. Our data-driven approach enables us to make adjustments as needed to keep you on track to meet your goals.

VISUALIZING YOUR FINANCIAL FUTURE: From Data to Communication.

CLEAR COMMUNICATION: Our use of charts and spreadsheets enhances client's financial plans with a clear, visual understanding of their progress and trajectory. This visual representation helps you grasp the potential outcomes of different strategies.

CUSTOMIZED PLANNING: Just as a scientist or engineer relies on data to design experiments, we use data to design custom financial plans. These plans are tailored to your unique circumstances and objectives.

EVIDENCE-BASED RECOMMENDATIONS: We don't rely on hunches or speculation. Instead, we base our recommendations on the evidence presented in our data analysis, giving you confidence in the strategies we propose.

LESS EMOTION, MORE DATA-DRIVEN RECOMMENDATIONS: Emotions can often cloud financial decision-making. In fact, we study the emotional patterns of other investors, so that we can look for likely events in the markets, while keeping our own decisions methodical. Our approach minimizes the emotional aspect, focusing on the rational analysis of historical data to create sound financial plans.

LONG-TERM PERSPECTIVE: Our data-driven recommendations are designed in lasting support of financial success. We look beyond short-term market fiuctuations and aim to create strategies that stand the test of time.

FLEXIBILITY WITH EVIDENCE: As new data becomes available, we adjust our recommendations accordingly. This fiexibility allows us to pivot when evidence suggests a better course of action.

At Piton Wealth, we're honored to serve scientists and engineers. We are committed to your financial success, offering a commission-free, fiduciary environment that puts your best interests first. We specialize in data-driven, analytical financial planning, relying on historical evidence and visual representations to create personalized strategies. Whether you're looking to secure your financial future, optimize your investments, or reach specific financial goals, we're here to help. Your unique journey deserves a financial plan that's just as unique.
THAT'S THE PITON WAY!

Prepare and plan:

"Prepare and Plan" is the mantra of Fresh Advice and the Piton team. As with any project, no one can predict the future of most economic conditions and changes, so when the choices and opportunities seem vague or overwhelming, let's go back to the Piton perspective: set the goal, make a plan, and then you can (and will!) revise and update that plan. This of course holds true for many journeys in life, career, personal, spiritual, as well as financial. Rather than worry about or defer financial plans, keep it simple and commit to some basics, and just expect –KNOW—that changes and revisions to those goals and plans will be coming.

QUIZ ?

A pure fiduciary environment means that

a. Financial advisors are legally and ethically bound to act in the best interests of clients.

b. Financial advisors can accept commissions on products only when they are disclosed to clients.

c. Financial advisors bundle products only when commissions are disclosed to clients.

d. Clients can disclose only financial information to financial advisors.

CAN YOU FIND the HIDDEN PITON?

A piton is a tool which mountain climbers use to secure a hold and climb higher than they could have otherwise. That is why we are Piton Wealth, to advise clients so they climb to ever higher goals. Comprehensive financial planning is the dedicated tool that the Piton team uses for clients to achieve those goals. (Check https://pitonwealth.com/wp-content/uploads/2022/08/Piton_web_page_FAQ.pdf for a quick guide about whether Piton would be a good fit for you.) The ultimate goal is a fulfilling and generous life. The Piton team hopes to see you as part of that life at one of Piton's community events, or any of the many life-affirming events in our communities, and we would love to talk to you about a plan, so please reach out to us when you want to find out about a potential Navigated Journey for you and your loved ones.

Thank you! The Piton team will be back with more Fresh Advice in February!

Visit pitonwealth.com/learning for videos and more free information

If you are interested in Piton Wealth's services, call (509) 582-0570 or visit pitonwealth.com/request-an-appointment/

We hope to hear from you!

ANSWERS: a. You can see the piton on page 1 2nd Column, last sentence.

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