



DICKHOLTZ WEALTH MANAGEMENT

Strategies For Life

NEWS

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Financial Resilience Requires a Professional

*Now More Than Ever Investors are Seeking
Independent Advice from Financial Advisors*

CHICAGO, IL (November 18, 2008) – In the wake of the global financial crisis, U.S. consumer confidence, the fuel of our nation’s economic machine, plunged to an all-time, 41-year low last month. According to the Conference Board, in spite of falling gasoline prices, the October consumer confidence index fell to 38 to rest at a significantly lower point than the expected October reading of 52. What does that tell us? According to Lisa Dickholtz, President of Dickholtz Wealth Management, “Fearful consumers are not convinced that Washington’s bailout efforts are enough to put the economy back on track. In fact, rather than wait for the effects of Washington’s policies to trickle down to their pocketbooks, I believe that many do-it-yourself investors in need of more immediate help are seeking the advice of a professional financial advisor.”

“Acting as your personal chief financial officer, an advisor can help you to take a therapeutic, big picture view of your finances,” says Dickholtz. “The market is down and volatility likely will continue, but an advisor can listen to your fears and develop and implement a plan to help you position yourself to withstand the downturn and even help you take advantage of opportunities that are available under current conditions.”

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The most comprehensive financial advisors begin by assessing every aspect of your financial life, including your savings, investments, insurance, taxes, as well as your long term retirement and estate planning goals. Most importantly, a financial advisor works with you to develop a personal plan that's informed by your short- and long-term goals, risk tolerance, and investment horizon. In addition to regular meetings with you to discuss strategies, review progress, and possible portfolio changes, many advisors collaborate with other professionals such as CPA and attorneys to ensure everyone is working cohesively towards your goals. Studies show that investors who have a financial plan and meet regularly with their financial advisors are less likely to panic and pull out of the market at the wrong time.

In a wise risk-controlling move, the recent downfall of high-flying Wall Street institutions has many former do-it-yourselfers looking for an "independent" financial advisor who is not affiliated with a major national wirehouse. While you'll recognize the names of the major wirehouses from their television commercials, it's important to note that they may make money in ways other than providing financial advice to investors. For example, they may work on Initial Public Offerings (IPOs). Accordingly, they have IPO stocks on their books and the more they and their sales reps sell to you, the more money they make. If you choose instead to work with a financial advisor who is a registered representative of an Independent broker dealer, your advisor may not be entangled in market activities that could lead to conflicts of interest.

What's more, financial consultants tied to contained broker dealers typically have to choose only from investments and products approved by (and often manufactured by) the parent company. While these proprietary products can present a conflict of interest, more significantly, the wirehouses' small product universe increases your investment risk. "Particularly in this challenging investment environment," Dickholtz asks rhetorically, "why would you want to limit yourself to a handful of investment choices?"

Increasingly, investors are turning to professional advisors who, because they work with an independent broker dealer, can review a much broader range of investment options to select and recommend the investments that, in their professional judgment, will best fit your needs, not sales quotas.

If you are among the growing ranks of investors interested in working with a financial advisor, you can check the following sites for more information:

- Certified Financial Planner Board of Standards' Search for a CERTIFIED FINANCIAL PLANNER™ Professional at <http://www.cfp.net/search>. Here you can search for an advisor by zip code or last name.
- Financial Planning Association www.fpanet.org
- Financial Advisor Match www.financialadvisormatch.com

“By working with an independent firm, I can provide fair and objective advice to clients without the undue pressure of sales goals or proprietary product restrictions,” says Dickholtz. “In the end, I can keep my clients’ financial goals at the center of the financial planning and investing process.”

Keep in mind that most advisors subscribe to the foundational advice of spreading your assets among stocks (large- and small-cap, growth and value, domestic and international), bonds and cash to control risk and keeping at least six months of your current income in a liquid, interest-bearing account so you can manage unemployment or unplanned expenses. “I believe something that distinguishes an advisor in this difficult market, is his or her ability not only to protect your assets, but to identify opportunities you can take advantage of in the down market” says Dickholtz. “For example, you might discuss selling off investments where you have a loss to offset portfolio gains elsewhere or converting your traditional IRA to a Roth IRA while values are down.”

The bottom line is you want to work with an independent, professional advisor who is committed to spending the time it takes to fully understand your goals, hopes, and fears, and to develop a financial plan and investment strategy that will enable you to meet your goals no matter what life or the market throw at you.

Today’s economic realities have us all shaken. The reassurance of working with a professional could be an important first step in helping ensure a smoother ride through the market’s ups and downs.

About Lisa Dickholtz

Lisa Dickholtz has been a part of the financial services industry for 21 years. As President of Dickholtz Wealth Management in Northbrook, IL and a wealth advisor with Securities America Advisors, she specializes in aiding families, family stewards, widows and single women in the growth and preservation of personal and family wealth. Dickholtz takes a collaborative approach to addressing her client’s needs by consulting with a team of professionals, including CPAs and attorneys, in order to assess and formulate customized plans for accomplishing personal financial objectives.

Dickholtz holds a Bachelors degree in Management and Finance from Purdue University. She is a CERTIFIED FINANCIAL PLANNER™ practitioner having earned the CFP® designation from the CFP Board of Standards. Throughout her career Dickholtz has made a commitment to educate others on simple but important steps that will help them to make financially sound decisions. She has conducted numerous financial planning workshops and has been featured in the Chicago Tribune. Learn more at www.dickholtzwm.com.

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NOTE:

When you need a knowledgeable professional to speak on complicated financial topics in an easy-to-understand and engaging manner, please call Lisa Dickholtz at Dickholtz Wealth Management.

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