FREEING CLIENTS FROM FINANCIAL FEAR

Guiding clients from financial uncertainty to freedom is the mission of **Freedom Wealth Advisors.**

Mike McVicker wanted to change the name of his team at Northwestern Mutual. Like many wealth management advisors, he'd used his own name in the title—but that didn't feel quite right. "This business is not about me," he reasoned. "It's about our clients and what they're trying to accomplish."

He landed on Freedom Wealth Advisors—"freedom" to reflect his patriotism and to signify the experience he wants clients to have when thinking about their finances. "It's freedom from confusion and fear about questions like, 'What's best for me?' 'When can I stop working?' and 'How much money can I leave my kids?'" McVicker says.

That freedom requires clarity and confidence—three values fueling the mission of Freedom Wealth Advisors. Together the team of six seasoned advisors services over $850 million* in assets for clients all over the country while helping to guide them from confusion to freedom.

Clarity and Confidence

Most people believe the financial world is fraught with confusion and conflicts of interest. They're unnerved by an overload of information about markets and finances. Determining one's financial future in this context, without experience or guidance, can feel overwhelming.

That's why Freedom Wealth Advisors focuses on helping clients achieve clarity first so they can figure out what they want. "Clients might have a desire, but they're not sure whether they can attain it," McVicker says. "We work with people to help them get clarity on what's actually possible."

With clarity comes confidence. Finally clients know whether that longed-for retirement home in Arizona is within reach, and they understand how to get it. From confidence, it's a straight shot to freedom and control over one's financial future.

Guiding that journey are advisors who possess decades of experience and many professional designations between them. With more than half their clients in retirement, the team lives and breathes the distribution side of financial planning. A rare expertise in the market, they execute stress-tested plans to protect and grow clients' assets and keep a sharp eye on tax bracket management. "When clients need dollars, we help them understand which buckets to pull from, and in what sequence, to help keep their tax bracket low," McVicker says. "Attempting this without expert guidance could cause someone to pay unnecessary taxes."

Clients managing multiple advisors will appreciate the far-reaching credentials and integrated services offered by Freedom Wealth Advisors. Well-versed in areas of investment, insurance, taxes, and estate planning, they collaborate easily with CPAs and attorneys. "We take a holistic approach to all issues, and we bring consistency across the board so that things don't get lost in translation," McVicker says.

As loyal stewards of clients' financial goals, Freedom Wealth Advisors knows success when the team sees it: "It's the wash of confidence that comes over our clients when they finally understand and when they confidently take those first steps toward financial freedom," McVicker says.

FREEDOM
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