

# HFG connect

JULY 2017 EDITION



## THE STATE OF THE TRUST 2017

HFG Connect was started a little over two years ago with the goal of providing our clients with an inside look into HFG Trust. Instead of being another analysis of the market, Connect has given us the platform to congratulate employees, elaborate on our business philosophy, and touch on other far ranging topics. Today, I get to write about some recent changes and those to come.

If you have visited the office recently you may have noticed it is getting a little crowded. In light of this development, we will be moving into a new location by the end of the year. This is very exciting news since we haven't moved our global headquarters in over twenty years. Admittedly our team was a bit smaller back then. Our new location will be at the corner of Grandridge and Center Parkway, more news to come soon.

Interestingly enough the change in location coincides with a title change for some of our employees. Drew Westermeyer is now officially our Chief Operating Officer. Drew's many responsibilities include managing HFG Trust's information technology needs, with his most recent endeavor overseeing our change of client investment reporting system. In the



age of cloud based computing, Drew is charged with the important task of maintaining and updating our digital infrastructure. Will Wang is now President of HFG Trust. Will's role includes managing the planning department, where prospect proposals and client annual reviews are prepared. Some of you may be asking yourself, "Haven't Will and Drew always been performing these roles?" In truth, that is exactly the case and we are now recognizing the roles they've each played for at least the past year.

Alongside brick and mortar and title changes, there is a digital revolution on the horizon. I mentioned we are in the midst of making the switch to client portfolio reports from Portfolio Center to Tamarac. We believe that this new platform will improve our clients' experience. In the IT world there is a term called a "single pane of glass." What this means is from a single location, an individual has the ability to see a variety of performance indicators. Advisor View from Tamarac will provide a single dashboard, with an intuitive user interface, for our clients to stay informed about their portfolio. Advisor View has a variety of features we will be implementing for our clients in four stages.

**Stage 1:** The establishment of an online portal so clients can view their HFG Trust managed assets.

**Stage 2:** The option to receive electronic copies of their quarterly reports delivered through the client portal. Clients will still have the option to receive paper reports as well.

**Stage 3:** Transition to digital document storage in the client vault. This feature will allow HFG Trust Advisors and Client's to store important financial and estate planning documents.

**Stage 4:** Account aggregation through the linking of outside accounts to the client portal. This includes accounts not managed by HFG Trust such as bank accounts, credit accounts, and 401K plans. It completes the "single pane of glass" vision where our clients have a single location to monitor their financial wellbeing.

You can see there are a number of exciting new developments at HFG Trust. Some are natural progressions while others are tackling the opportunities of the digital age. As we continue to grow, our mantra has been a guiding principle in all our decisions: simplifying life.

—CEO, Ty Haberling

# Employees in the News

We are proud to announce that the youngest members of our advisory team are on track to complete their CFP® program. **Megan Nichols** has passed her 5th module of the CFP® coursework (total of 6) and **Brianna Brannan** passed her first. We're very excited for them to join our senior advisory team.

**Paul Hansen** officially passed his Certified Financial Planner™ board examination and received his CFP® designation in April. We are excited for Paul because he took the road less traveled to join our HFG Family. Paul has been a licensed Certified Public Accountant since 1990, and has over 25 years of accounting and tax experience in public accounting. Prior to joining HFG, Paul was the Controller for the environmental and nuclear segment of one of the world's largest publicly traded Engineering companies. He arrived at HFG in 2015 and has



instantly enhanced our tax accounting offering with his CPA background. We are grateful for his expertise and service to our clients.

Our senior advisor and board member, **Ben Messinger** celebrated his 20th year with the firm in April. Ben was the first advisor selected in 1997 by our current CEO, Ty Haberling, and has since guided hundreds of individuals, families and businesses in



reaching their financial goals. Ben has served the company in many capacities, which include Chief Technology Officer and a member of the Investment Committee. **Dede Johnson** celebrated her 11th

year admirably serving HFG clients in the capacity of Portfolio Administrator. Dede has aided the firm by managing two major technology acquisitions in a span of 12 months, which we hope will enhance our clients' investment experience. Another one of our senior advisors and board members, **Steve Palm** celebrated his 10th year with HFG in May. While this is an incredible milestone, he also was just short of running Bloomsday in under an hour, his elusive objective. Steve has worked various positions around the office including Portfolio Administrator and Director of Client Services, all while building his clientele. Steve now works as a senior advisor specializing in 401K plans alongside Bob Lagonegro. We appreciate Ben, Dede and Steve's selfless service and dedication to the firm's values.



## HFG FAMILIES



Our Client Service Manager, **Teresa Goodnight**, has a grandson **Conner** that turns 2 years old in July.



**Blakely Rae Wang** is officially 18 months old and continues to look more and more like her father, **William Wang**, each day.



**Sam Ward** and his wife, **Amy** continue to enjoy their little bundle of joy, **Emma**. Emma recently celebrated her first birthday and is very close to taking her first steps.

### ENVESTNET ADVISOR SUMMIT

Our president, Will Wang and Chief Operations Officer, Drew Westermeyer travelled to Grapevine, Texas for a Financial Technology seminar hosted by Envestnet, a publicly traded company that specializes in unifying wealth management technologies and services for financial advisors and institutions. Most of our mental energy over the last 12 months has been focused on enhancing the experience for our clients. This includes faster and more efficient access to portfolio values and investment returns, secure methods of transporting and storing documents, and specialized budgeting and planning tools. All of these concepts are centered around the principle of simplifying life, which has been our company mantra for over 20 years. Over the next 3 to 4 months, your advisor will unveil the fruits of that vision.

### DIMENSIONAL FUND ADVISORS (DFA) GLOBAL CONFERENCE

Last May, our CEO, Ty Haberling, had the opportunity to attend a conference hosted by one of our primary money managers, Dimensional Fund Advisors, in Napa Valley, California. Of the approximately 2,500 global firms who work with Dimensional, HFG Trust was one of seventy firms invited to attend the event. The conference covered topics such as corporate governance and included former Chairman of the President's Council of Economic Advisers, Michael Boskin's interpretation of the U.S. election and global economy. Some of you may also remember taking the DFA sponsored survey we sent out a couple

of months ago. We finally got the results back and are excited to share some of the discoveries. Under the Client Experience category, we were thrilled to learn that all 215 survey respondents said they would recommend HFG Trust to a family member, friend, or colleague. The information gathered from Advisor Communication and Financial Information will allow us to tailor blog posts to topics clients are interested in as well as confirming that our service expansion is benefiting our clients. Overall we are excited about our partnership with DFA and for the opportunities the future holds.

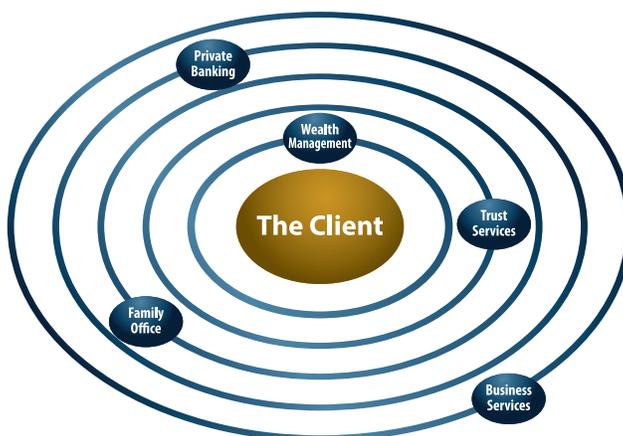
### UPCOMING CLIENT EVENTS FOR 2017:

Christmas Party in December (exact date TBA)

Throughout different professions, there have been events which have drastically changed the way we interact with our world. In the sciences, one event that comes to mind is Galileo's writings, arguing that the Earth is not the center of the solar system, contradicting mainstream thought at the time. This simple understanding allowed humanity to further its knowledge of the cosmos. Admittedly, we at HFG Trust used to believe that Wealth Management was the center of the advisor and client universe. But as we looked at the needs of our clients across the many seasons of their lives we began to realize that Wealth Management is a single piece of an expanding financial frontier. While HFG Trust won't compare our services or beliefs to the groundbreaking ideas of Galileo, we do believe our recent partnership with Community First Bank has allowed us to provide additional services to our clients that go beyond the norm of the finance industry.

So what are the different 'planets' in the financial services solar system? Pictured below you can see the client is the center of this solar system and Wealth Management remains a central need. However, there are other valuable services in the client's orbit that we feel are equally impactful in the overall client experience as detailed below.

**Wealth Management:** In our prior life Wealth Management was our only service offering. We define Wealth management as providing solutions to three primary areas. First, is the client on track for retirement and do they have sufficient capital to continue retirement? Second, is the client's estate planning, income tax planning and insurance matters resolved? The third element is portfolio management. Does the client have the optimal allocation between bonds, stocks and real estate based upon their risk tolerance and return objectives?



**Trust Services:** Gives clients the opportunity to designate HFG Trust as their trustee and authorizes HFG to act on their behalf. This service is usually designated in the client's will. During the client's lifetime HFG Trust can be assigned power of attorney in the event they are unable to handle their financial affairs. HFG Trust performs these duties under the legal guidance of a fiduciary. Clients' can have comfort knowing there are annual examinations by the State of Washington, internal audits and internal oversight to protect the clients' wealth. We believe the ability to provide this service is necessary as our clients enter changing seasons in life.

**Family Office:** This service is generally provided to families or individuals with net worth exceeding \$10MM. It is a service of customizing solutions to a family's financial objectives. Example of this service offering is charitable giving planning, family-owned business succession planning, global aggregated financial reporting, and a process to perpetuate family values.

**Private Banking:** Allows personalized banking services for HFG Trust clients. This includes establishing new lines of credit, access to bridge loans (used to buy a new home before you sell your existing home), commercial product lines, checking and savings accounts and the storage of our client's original will and trust documents.

**Business:** HFG Trust can provide 401k plan sponsors portfolio monitoring and selections services that reduce the fiduciary risk of the sponsor. This service also Includes business succession planning and unique performance reporting for multiple entities.

The great American poet Henry David Thoreau once said, "The price of anything is the amount of life you exchange for it." As you can see by broadening the services available at HFG Trust, we are allowing our clients to put their precious time to pursuits they truly enjoy. As we expand our horizons, we are committed to providing stellar and comprehensive financial services that will allow our clients to live richer and fuller lives. This is a cause every staff, director and shareholder of HFG Trust is willing to devote to.