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NASHVILLE FINANCIAL



FINANCIAL ADVICE FROM THE HEART

Wellspring Financial Solutions embraces the psychology of money as it prepares clients for retirement and other life changes.

Retirement isn't what it used to be. A longer life expectancy and lack of pension plans means retirees might live 30 years into retirement—yet with less of a financial cushion.

To prepare clients for modern retirement, Wellspring Financial Solutions of Raymond James focuses on the “retirement red zone,” or that time right before and right after retirement, when a person has a lot of life left but not a lot of time to recover from financial hiccups.

Wellspring's team tackles the technical tasks and heavy lifting while also offering support around the psychology of money—that is, how and why clients spend it and how that behavior might impact their retirement plans.

“Most people don't want to own a stock or bond; they want to spend time with family, have a second home, enjoy the freedom to travel, or contribute to causes they care about,” says Danny Pugh, the firm's senior vice president of investments. “We think of money as a tool or vehicle that buys you time to do the things that are important to you, with the people who are important to you.”

MINDING YOUR MONEY

Clients visiting Wellspring for the first time will notice a difference. The firm's office is a converted 1920s Arts and Crafts bungalow. Meetings take place in comfortable club chairs in the parlor, with not a conference table in sight.

Here, in this homey atmosphere, clients look for help answering the most common questions: “Will I make it?” “Do I have financial blind spots?” “What can I do better?”

These questions often kickstart valuable conversations about the psychology of money, says Pugh. “We all have natural tendencies in how we save and spend money,” he says. “Understanding how this feeds you emotionally helps us make room for those tendencies so that you can accomplish many of the things you want.”

Once this framework is established, Wellspring shifts investment techniques for retiree portfolios from accumulation to distribution. Because Wellspring's institutional team manages money for distribution-heavy insurance companies, Wellspring advisors

are experienced in the area of distribution investing. Creating endowment spending policies and cash flow reserve ladders are just some of the practices Wellspring advisors employ to prepare clients entering the retirement red zone.

The team offers holistic planning that goes well beyond finances and money for people coping with massive life changes. This includes resources and guidance through difficult and complex transitions like retirement, loss of a loved one, divorce, or health challenges. “Navigating the challenges of Parkinson's or Alzheimer's disease is difficult enough, let alone figuring out what this means for one's family and finances,” says Gary Greene, the firm's senior vice president of investments and managing director. “We help clients organize trusts, wills, and asset titling so they can focus on their own mental and physical well-being through all of life's ups and downs.”

This blend of deep technical knowledge, psychology, and a genuine love for people is central to Wellspring's mission. It's also embedded in its name, drawn from Proverbs 16:22: “Understanding is a wellspring of life.”



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