

Elsass Financial Group



GENERATIONS  
of  
TRUSTED  
ADVICE



When working with clients, I am often asked questions about the various companies that are associated with their accounts. For any given client, that list might include names such as Pershing, National Financial Services, Cambridge Investment Research, Russell, Genworth, Nationwide, CUNA Mutual, American Funds, to name a few. Of course, don't forget to add our own company, the ELSASS FINANCIAL GROUP, to the list as well. To some, this can be very confusing and maybe even concerning. I have been asked a number of times why there are several companies involved and what do they all do?

One reason for this is that we are *independent financial advisors*. This means that we are not employees of an insurance company, financial institution, or large conglomerate. We choose to use Cambridge Investment Research as our Broker / Dealer, as they are a privately held, independent Broker / Dealer that does not market or underwrite any products of their own. Thus, we can use accounts and products from nearly any reputable provider. In a profession based on objective advice, true independence offers many choices intended to benefit you, the client. Choosing an independent financial advisor is a great way of getting unbiased recommendations and impartial guidance based directly on your needs and goals. This is why we are independent! We are not forced (or encouraged) to use or sell any particular products. We don't have any "off the shelf" or "one size fits all" solutions.

However, this also means that when we work with clients, a number of companies are often involved. To start, there is a company that custodies your assets. This company holds and safeguards your money, processes any trade orders as directed, and prepares client statements. These custodial companies (such as Pershing, National Financial Services, and others) are separate from ELSASS FINANCIAL GROUP and Cambridge Investment Research. Being separate is a good thing for safeguarding and compliance, as they can only act on orders given by you, the client. Speaking of compliance, Cambridge Investment Research not only makes sure we are compliant with security laws and regulations, but also provides due diligence on the companies, investment managers, and accounts we wish to utilize.

Having these three primary areas separated (custody, compliance, and advisory) is actually a very powerful thing. One can certainly argue that if Bernie Madoff's company was set up this way, it would have been nearly impossible to have done what he did. Instead, by holding the assets (and thus making his own, bogus client statements), he was able to take advantage of all those unfortunate people. Our firm on the other hand, has chosen to work in an environment where we deal with independent companies, with separate custody, advisory, and compliance services. We feel this is the best way to provide you, our clients, with unbiased and impartial guidance based on your individual goals and objectives.

If you would like a brochure discussing these relationships and the benefits of an independent advisor, please call or email the office. Please also feel free to ask if you have any questions on these relationships. Although these can sometimes be confusing at first, we enjoy sharing the news about this positive and valuable benefit we provide.

KARL ELSASS, CFP®, ChFC®, MBA  
ERIC ELSASS, LUTCF  
KEVIN CHIU, CFP®, MBA  
BILL ELSASS, CLU®, ChFC®, CASL®, LUTCF  
DICK CLAUSS, LUTCF (not pictured)

## LETS BUILD A TEAM!

ERIC W. ELSASS

### ELSASS FINANCIAL GROUP Offices:

#### Wadsworth:\*



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#### Canfield:



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330.702.9950 ♦ 866.702.8334  
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In thinking about fall and the quickly approaching football season, I'm reminded of how we help our clients. We see ourselves as the quarterback of your financial management team. By fully understanding your investment and other financial objectives, we can coordinate with other advisors and specialists to help you achieve your goals.

Often, this will require bringing in other specialists to help make the plays. For most, we will look to your attorney or accountant for assistance. Wills, trusts, and taxes are handled through these teammates. For issues such as long term care planning, health insurance, and even real estate, we'll bring in additional professionals.

Obviously, this approach works best when we know who our teammates are. That's when we go from being a backyard group of strangers gathering for a game of pick-up to the Ohio State Buckeyes (O-H!). We know and work with many of your other advisors already, but if we do not yet have a connection with them please introduce us to them.

If you do not have an advisor for a specific area and are looking for one, please let us know. We work with many highly qualified professionals and would be happy to introduce you to them.

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Investment Advisor Representatives, Cambridge Investment Research Advisors, Inc., a Registered Investment Advisor.  
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NOT FDIC OR NCUA INSURED • NOT OBLIGATIONS OF OR GUARANTEED BY A CREDIT UNION • INVOLVE INVESTMENT RISK • MAY LOSE VALUE.

\*Office of Supervisory Jurisdiction located at: 125 West Boyer Street, Wadsworth, Ohio 44281

## MONEY MANAGER SHOWCASE: LITMAN/GREGORY

Litman / Gregory is one of the professional money management firms we utilize for many clients. This independent, privately held company manages or advises on \$5.7 billion of client accounts and employs what is called a "tactical" active management style.

With this style, they first establish a neutral investment allocation model based on different risk levels - from very conservative model portfolios to aggressive portfolios. From this neutral allocation mix, they shift the allocation of each asset class (i.e., stocks and bonds) within each model based on a number of factors.

In their own words, "Our tactical portfolio allocation decisions are based on our assessment and analysis of the potential risks and returns for various asset classes (and sub-asset classes) under a variety of outcomes that we think are plausible or likely to play out over the next several years. We work very hard to keep our investment

decision making process as disciplined, rational, and objective as we can, and not to get caught up in emotional reactions to recent events or experiences."

Summarizing this, with Litman / Gregory, we have access to a high quality money manager that actively manages allocations in a changing world. If you would like to learn more about Litman / Gregory, or some of the other money managers we utilize, please let us know.

*Do the current market and economic conditions have you concerned? Give us a call to review your accounts, talk about your objectives, and discuss your options.*



ELSASS FINANCIAL GROUP, INC.  
125 WEST BOYER STREET  
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***The highest compliment our clients can give us is to recommend us to their family and friends. We appreciate your referrals !!***

### **Together we can clean out those drawers and cupboards.....**

Are your desk drawers filled with documents or old statements you would like to have shredded? Do you have an extra can or two of food in your cupboard gathering dust? Bring us the items you would like to have shredded and we will have them destroyed by a professional shredding service. At that time, you may also bring along a non-perishable food item(s) that we will donate to a local food bank to help them stock up for winter.

## **WHO ARE YOUR HEIRS?**

Are the beneficiaries of your insurance and investments up-to-date? Do they still match your wishes? If the answer is "no" or "I'm not sure", we believe a thorough beneficiary review is warranted. We can help you identify current beneficiary designations and match them against your objectives to make sure your assets go to the desired person(s) in the desired manner. We have a beneficiary review kit that can help with this process. Call us to schedule an appointment to protect your legacy.