

Heritage Wealth Management Group

Vision Statement

Human beings are created with a desire to live lives from which they derive a sense of meaning and purpose. A profession which makes it possible for those practicing it to experience a revelation of the purpose of their life through their work thus has the capacity to elevate employment in such a profession to the level of a "raison d'être"; a literal "reason for being."

Human beings also possess another quality; the desire to give selflessly to people or entities which they hold within the bonds of their affection. This desire possesses great power because those who give to what they care most for and about experience a sense of pleasure in their doing so. This results in both the giver and the recipient left better off together than apart.

The practice of offering financial advice to individuals and families places financial advisors into a role in their client's lives that is unique. To maximize the capacity of the financial advisor to serve their client, the advisor must fully invest themselves in the story of the life of their client and those whom their client wishes to provide for financially.

It is the advisor's investing of themselves into the life of their client that makes it a relationship of both great intimacy and power. This is the source of the value that the client places upon their relationship with their advisor. It then follows that because the bond between advisor and client is so powerful, the client views the relationship with the advisor's employer to be of lesser significance.

Some firms in the financial services industry do not accept or support the reality of the primacy of the advisor client relationship. This results in some advisors feeling that their employer's view of how to serve the client may not always be fully congruent with their own and may contribute to a deterioration in the quality of the relationship between employers and their advisors.

Heritage Wealth Management Group exists to serve the advisor who seeks to derive substantial meaning and purpose in their working life through the serving of their clients. In our serving the advisor selflessly, we seek to create a community which serves as a model for how our advisors are called to serve their client. In doing so, we will create a community dedicated to the serving of a purpose much larger than ourselves and thus become a family bound together in a shared belief in what we do. This is how we intend to be a transformative influence within the financial services industry.

The Ten Points Underlying the HWMG Vision Statement

1. People strive to find meaning and purpose for their lives.
2. People are also created with a desire to give to that which they hold within the bonds of their affection and that desire to give is without limit.
3. A profession that allows those who practice it to obtain meaning and purpose in their life is one that becomes for those who practice it their literal “reason for being”.
4. The role of financial advisor is one that possesses unique qualities. It is based upon relationship rather than a transaction.
5. The role a financial advisor plays in the life of their client life demands both intimacy and trust.
6. The requirement for intimacy and trust in the relationship requires that it be interpersonal. It cannot be satisfied between an individual and an institution.
7. Many firms within the financial services industry deny the primacy of the relationship between the advisor and the client and seek to elevate that of the firm and the client.
8. The refusal of financial service firms to recognize or acknowledge the supremacy of the advisor client relationship is the source of much of the dissonance that affects the financial services industry.
9. A financial advisory firm that exists for the purpose of supporting the advisor client relationship is also one that actively supports the advisor in maximizing the meaning and purpose they find through the practicing of their craft.

10. A financial advisory firm that celebrates the role of the advisor in the life of their client is one that has the potential to magnify the bonds of affection that can exist between those who inhabit the three levels of the firm; the client, the advisor and those responsible for managing the firm.

Financial advisors are uniquely positioned to recognize that financial well-being does not create a sense of meaning and purpose in the lives of those whom they serve.

Therefore, financial advisors who are driven by their pursuit of the accumulation of wealth deny the evidence that is present in the environment that they inhabit.