Waller Financial Planning Group

Larry Waller

LIFESTYLE & LEGACY CHOICES BY DESIGN℠

Fact

Family Man, Friend, Philanthropist, Entrepreneur

Source: Waller Financial Planning Group

> *"While we can't change the past we have the opportunity to shape our preferred future."*

Larry Waller
Founder

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Reflections on a life's work

By: Waller Financial Planning Group

Looking back can be useful and also give the opportunity to revisit important events. I have had a career that has spanned six decades and it wasn't planned at the beginning but I have to say that God's plan was better than mine.

I graduated from The Ohio State University without a clear idea about what I would be doing as a life's work. I was offered a position in my area of study but when faced with the prospect that I would be asked to move every three years I decided that my desire to see the world would have to be achieved in other ways than as directed by others who would be in charge of developing my career. I then opted to pursue a path that would prepare me to enter the financial planning field. You see there was no discipline known as financial planning and so it was left to the creative minds that preceded me to develop criteria for helping others to achieve lifestyle and legacy goals.

My point of entry was in the area of consulting with individuals and business owners regarding estate and succession planning. Others called it simply, selling life insurance. I then became aware that I worked better when counseling than when selling. I began studying to become a Certified Financial Planner and Chartered Life Underwriter. I felt this would prepare me for my career of helping others.

It took me over ten years to achieve the additional certifications necessary to practice with credibility in this field. But what took even longer was learning that financial planning is more than offering financial products. It was about building trust through service. What I envisioned is still developing and growing.

I believed that a group of skilled professionals would be able to collaborate as a team in problem solving and creating solutions to personal family situations, corporate retirement planning and succession planning issues. All necessary for the creation of family wealth and security for business owners.

I valued the education and training for all employees; we now have nine professionals who have attained the designations of Certified Financial Planner, Chartered Financial Consultant, Chartered Financial Analyst, Certified Public Accountant, and Chartered Life Underwriter. Our firm has encountered multiple financial and family scenarios. We understand the dynamics of the family owned business and are able to help work through the retirement and succession scenarios while collaborating with the other professional advisors such as attorneys and accountants.

This experience and expertise is brought to bear on each of our clients whether in the beginning stages or the life cycle such as building financial models for success or educational planning for children, retirement planning and forecasting or acquiring a second home. We know that the little things make a difference and are willing to do the detail work to get it right.

It is necessary to focus on the smaller pieces before a recommendation can be formulated. I call that "majoring in the minors". Focusing on the small detail of how much cash flow is needed for a family's lifestyle may seem mundane but is necessary if we are to ultimately arrive at a formula for creating family wealth over multiple generations. It is sometimes called dynasty planning but it is also about offering education and wisdom to family members. We know that proper planning creates choices.

Once an individual retires they often have assets from a business transfer and retirement plans that amount to several million dollars. And even a fixed income stream such as a pension plus social security benefits producing $ 50,000 annually capitalized at a four percent rate would be worth $1 million. When we recognize that families can accumulate several million dollars it is no wonder that we equate them to the CEOs of a small business similarly valued. It becomes apparent that wealth management for a family is so important that professional advice must be sought.

Financial planning offers structure to family wealth planning much the same way a corporation and its CEO, CFO and board of directors do. We provide succession planning for family CEOs.

Passing on values as well as valuables is the ultimate goal of many . Life is a journey started with a back pack containing one small brick. As we pass certain milestones a brick is added and the weight is increased. The individual adjusts the burden in such a way that the extra baggage is accommodated and the journey proceeds. When we talk about succession planning or estate planning for individuals we discuss that it would be unfair to transfer a lifetime of accumulated assets to heirs without a wealth accumulation and preservation structure in place. Once again trusted advisors who know the family and understand the nuances of wealth planning are extremely important in this transfer.

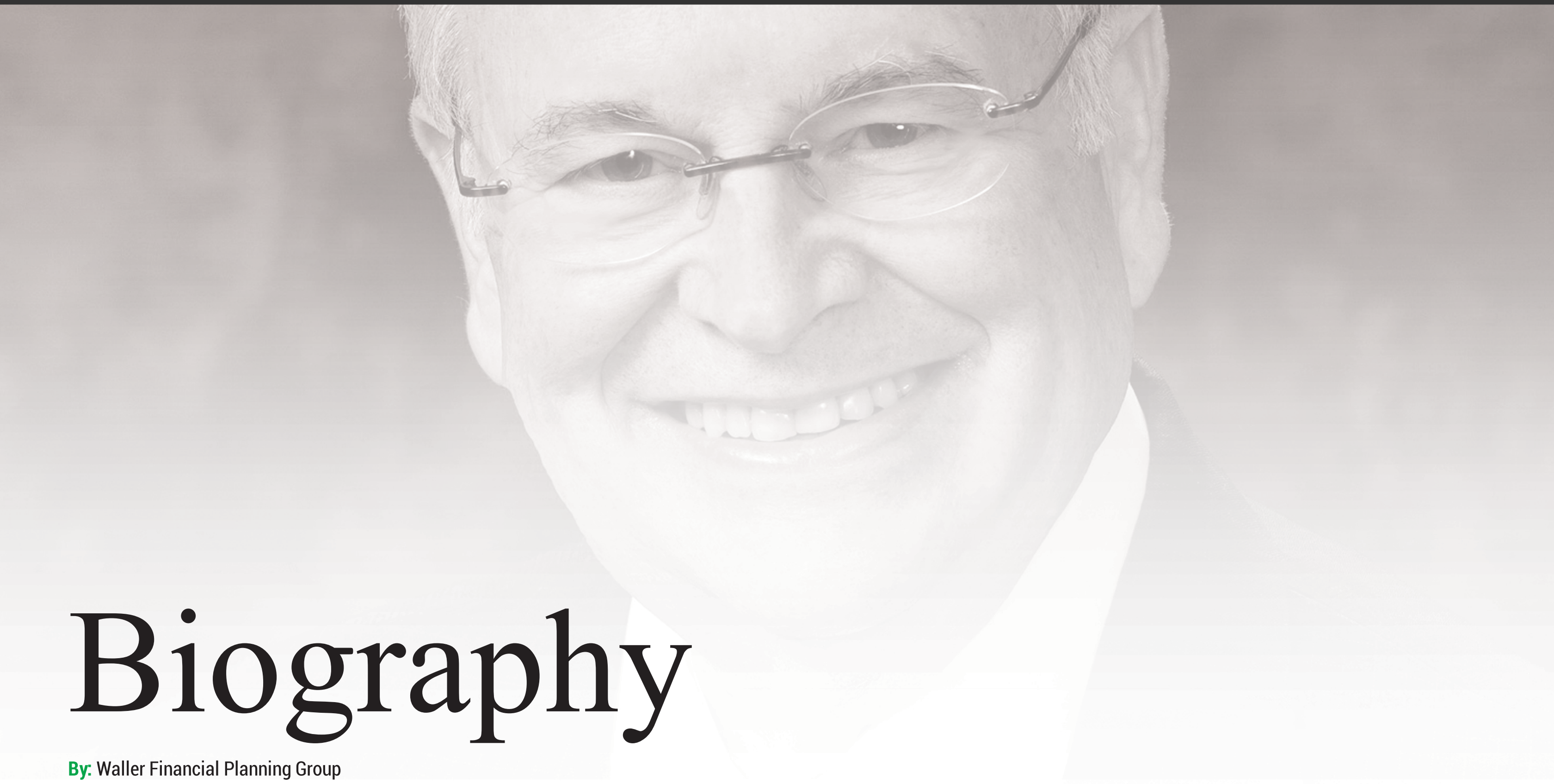
The benefit of assets is income; the burden of assets is management.

We have used all the tools and techniques of financial asset management to create the preferred lifestyle and have grown with our clients as we helped them achieve their legacy goals by identifying the vehicles that could benefit charities which they supported. Our clients have set aside over $60 million dollars for the benefit of hospitals, universities, scholarships, zoos, endowments for cancer research and various religious causes. Complex assets such as businesses and even golf courses have been converted to income for the donors while creating valuable endowment assets for charities. We are proud to have been part of helping provide the vehicle to match their inspiration and implement strategies which make it possible for them to build their legacy. Our benefit is that we participate in a noble purpose which continues to motivate us daily.

Today Waller Financial is the firm it is because of the beginning inspiration to help others achieve their purpose in life. So our clients, employees, and my own family have all been blessed from a dream.

When my late wife Linda and I discovered that she had cancer in August 2005 she underwent major surgery which removed a portion of her lung. In the autumn that year we decided to plant a tree in front of our home. One plants a tree expecting to see it grow. Linda watched it grow for the next five years. That tree is still growing and this year looks more beautiful than ever. We plant so that others can also derive peace and satisfaction from inspirational beauty and this is our legacy.

I have enjoyed watching a company grow and mature, now I shall also be able to watch and know that Linda and I planted another tree known as Waller Financial Planning Group.



Biography

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Organizations
National Association of Insurance and Financial Advisors
Columbus Chapter of the Society of Financial Service Professionals
Financial Planning Association of Central Ohio
Columbus Estate Planning Council
Estate Planning Council of Naples

Designations
Chartered Life Underwriter
Chartered Financial Consultant
Certified Financial Planner

Awards
Association of Fundraising Professionals - Leave a Legacy Award 2005*
Society of Financial Service Professionals Past President
“Money Magazine” – Top Financial Planners in America 1987
Columbus Chapter of the Society of Financial Service Professionals Hall of Fame Member
Columbus Chapter of the Society of Financial Service Professionals Past President

**Larry was the only non-development professional to ever receive the “Leave a Legacy” Award*

Past Affiliations
Central Ohio Planned Giving Council Board Member
Riverside Methodist Hospital Planned Giving Committee
Association of Advanced Life Underwriters
West Ohio Conference, United Methodist Church, Finance and Pension Committee

Charitable Organizations
National Committee on Planned Giving
South-Western City Schools Education Foundation Finance Committee Member
Greater Naples Area Planned Giving Council
Education Foundation of Collier County Advisor
OSU Alumni
OSU - President’s Club
OSU – The Neil Legacy Society
OSU - Financial Ambassador
OSU Foundation – Gift Planning

Memberships
Athletic Club of Columbus
Scioto Country Club
The Strand Country Club of Naples Florida
The OSU Faculty Club
York Masonic Lodge
Scioto Valley of Scottish Rite
The Aladdin Shriner
Columbus Better Business Bureau
National Federation of Independent Business
Grove City Chamber of Commerce
Columbus Chamber of Commerce