

## Focusing on the Return *of* Your Money

### Betcher Financial Group

*If you want to know how someone will do, look at what they've already done.* Those are wise words of advice — so wise, in fact, that Betcher Financial Group Founder and President Joe Betcher lives by them.

"I'm proud that I've accomplished my personal production goals," Joe says. "But this isn't a 'sales' job. With Betcher Financial Group, my mission is to ensure our clients are cared for and protected.

"I have a box in my office filled with thank you letters from clients and that's what drives me. Making sure a client can carry on after the loss of a loved one, or successfully navigate the critical years five years before and after retirement — being a partner and protector of our clients is what drives Betcher Financial Group."

To achieve such a high caliber of client service, Joe and his team address each client's unique financial situation with a holistic approach. What's more, the experts at Betcher Financial Group can also work in tandem with a client's other advisors.

"Our clients have multiple needs, and meeting those needs requires a comprehensive, team approach," Joe says. "It's so important to make good decisions right from the start when you're putting together your financial plan.

"We take the time to get to know our clients and build real relationships. It's the only way we can develop a clear understanding of their goals and help protect them from taking unnecessary risks.

"Our top principle is to sell what's right, not what's easy," Joe adds. "Rather than focus on the return you get *on* your money, we focus on the return *of* your money.

"That's an important distinction because we can't control the market — we can only control our strategy for the market and the level at which we provide ongoing support and open lines of communication with our clients."

An important aspect of that strategy is Betcher Financial Group's status as an independent firm with the ability to provide clients with a more diversified range of options specifically tailored to their needs.

"Lifelong and multi-generational relationships like the ones we have can only be built on trust," Joe says. "We have that trust because we don't serve the market or any particular product —we serve our clients."