



# channel mastery

## Channel Mastery Podcast, 145: Andy Inman and Chris Young, Co-Founders and Financial Advisors of Springs Wealth Group

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**Kristin:** Welcome back, everybody, to another episode of the Channel Mastery podcast. I am absolutely stoked to introduce two exceptional guests to you today. They are both financial advisers and co-founders of the Springs Wealth Group. I would like to welcome Chris Young and Andy Inman. Welcome to the show.

**Chris:** Thanks, Kristin.

**Andy:** Yeah, thanks for having us.

**Kristin:** It's awesome to have you here. Here we are getting to the end of August 2020. What you do I think is very important throughout the year, but in a year like COVID and as we're heading into the last couple of quarters of the year, we're in them actually, people definitely have a lot of what you do top of mind, whether it's businesses or personally. So part of what we're doing today is talking about how you're trying to bring what you do in the Springs Wealth Group to impact positively more people, more clients and more businesses in a very special way, which I'm excited to dive into here today because it shows the audience that every kind of business, not just specialty products and retailers, needs to work on this to be a specialty brand and to really differentiate themselves to their audience.

We're also, just as part and parcel to that, likely going to learn a lot about what you do and the post-COVID... Or I guess we're not post-COVID...I'm getting a little ahead of myself. My aspirational thinking. But we're going to learn a lot about how your jobs have changed in terms of how you're supporting your clients through COVID and a recession and all of the shenanigans that are happening right now. So with that, Andy and Chris, I would love it if each of you could give a little bit of your background and how you found your way into financial advising and the Springs Wealth Group.

**Chris:** Well, this is Chris. So I have been in the financial planning business for 18 years now. Initially from Texas. Born and raised there. And we made a decision a couple of years ago that we wanted to move out of Texas and move up to Colorado. And Andy and I had been friends for about 10 years. And I called him up one day and said, "Hey, what would you think about partnering together and merging our businesses?" So that conversation began, I guess, in August of 2018, and making the steps to do that and move my family up to Colorado Springs in August of 2019. And then we officially brought our businesses

together. So we still operate an office in Texas and then also have our office here in Colorado Springs. But during that time, working with individuals and families just helping them reach their most important financial goals.

Kristin: Awesome.

Andy: Yeah, this is Andy. I've been in the financial advising business for about 12 years now.  
My

wife and I are both originally from a small farming community in northwest Iowa. And everybody asks me how we ended up in Colorado. And I said, "Well, have you been to Iowa and seen the cornfields? And have you been to Colorado and seen the mountain ranges?" So it was an easy sell for us.

But yeah, we relocated out here back in 2008, which is actually when I started in the financial advising business out here. And as Chris and I got further down the track of looking at this partnership and what it really meant, we got excited about building the practice the way that we really thought that it should be built and a little bit different than the traditional advisory practice. We love what we do. We love the area that we're in. But that's just us in a nutshell, I guess.

Kristin: Well, it's a perfect jumping off point. So Springs Wealth Group does differentiate itself, and we're going to get into exactly that, but it's important that I engrain this in our conversation from the get go. Obviously, I think what you do and what you're faced with in terms of differentiating and really positioning yourself to find exactly your right clients and businesses to work with is really no different than, I think, what a specialty product or a specialty retailer or even a consultant or service provider... We all actually have to be very targeted today and really understand, we like to call them - the pillow talk - that our avatar, target shopper, our target clients have around what we're trying to do to transform them or enable them to see a future that they want and understand that you can get them there as trusted guides. So knowing that, tell us what your vision is around Springs Wealth Group. How have you created something that is truly differentiated and very perfect for the people you're serving?

Chris: This is Chris again. As financial planners in the business, we are taught this mantra of everybody wants to retire one day, and you need to help them build up to get to that point, help them save this big pile of money so that when they retire they can start doing all these fun things, like traveling and going to see family.

Andy and I, our personal values, conflict with that message because both Andy and I, we like to have fun right now. If we want to take a month off right now to go backpacking somewhere, we want to do that right now, not when we're 65. And so we have over the course of the past year changed our messaging completely with our clients saying, "You don't have to wait till you're 65 to do these things. Let's do them now along the way while still building up for the future, but let's figure out a plan that makes that work together."

So I think that's probably what differentiates us from all the other planning firms is that we're trying to make sure our clients can have a good time on the way to reach their

goals so they can be accomplishing things while they're younger, more healthy, more fit. So these are some things that we want to do when we're younger, but we don't want to do that at the sacrifice of down the road being able to enjoy those things as well. So Andy?

Andy: Yeah. And Chris hit the nail in the head. I mean, the big thing that we kind of differentiate ourselves in the industry is that we concentrate a lot more on lifestyle planning. And it's not just about the destination. It's really about the adventure of getting there. And that's how we live our lives, and that's how our family live our lives. We're not planning just for someday because we don't all know that we're going to have a someday.

We want to make sure that we're planning along the way and having a lot of fun as we go through. And there's obviously opportunities to have some fun while still being fiscally responsible and making sure you are providing for that someday when we eventually get there.

Kristin: Well, and the outdoor active lifestyle backdrop dovetails perfectly with that. It sounds like both of you made that lifestyle choice. And it's so interesting to me in the disruptive quality of this. There may be listeners saying, "There's really not much disruptive about like this idea," but if you look at it against the backdrop of how we've been taught and how we're trained to understand retirement... And also the other disruptor, the equal and more relevant disruptor, which is what's happened this year, we know for a fact that everything's up for grabs this year. So if you have had a plan and you've made traction on it and it has been an off in the future plan, my guess is, Chris and Andy, you probably have a lot of people out there who are second guessing their own future plans and really trying to recalibrate how they're looking at their lives.

So can you talk a little bit about that in terms of some of the people that you've been interacting with this year specifically and the mindset that's changed? And then we're going to talk about how you're going to be positioning yourselves as guides for them.

Andy: Yeah. This is Andy. And that's been a hot topic, obviously, in our practice here over the last five months. We started out at the beginning of the year, and we had one of the strongest academies we'd ever seen. I'll be honest. Our business was really easy. We had conversations coming off a great growth year in markets.

Unemployment was at record lows. People were feeling really great about where the economy was. Money was flowing. Businesses were doing well. And then all of a sudden, we got just the punch in the face that was COVID. And there's still a level of it that we're trying to figure out across all channels. And we work with a lot of clients that it provided a big level of uncertainty and, not necessarily panic, but some fear of the unknown. And the recession that we just came through is different than any recession that most of us have ever seen because it really wasn't driven by economic negativity. It was the fear of the unknown, and it was a poor economic situation followed as a result of the fear based around that. So a lot of what we saw was people, yeah, pivoting, looking at changing the plans.

Business owners, specifically, were looking at revenue streams and trying to forecast, "How do I take care of my employees? How do I make sure that I keep the train on the tracks with my business, moving through the rest of the year? And first and foremost, how do I make sure that I cover my nut and that I've got the assets and revenue still there to keep the doors open?"

So we saw a lot of panic, a lot of fear of the unknown. And really a lot of what Chris and I do on a daily basis...I joke, I'm married to a psychologist, but during times of turbulence in the market, I kind of joke with her that we probably counsel more people on a daily basis than she does in her professional psychology practice.

And reality is, money is a very emotional thing to a lot of people. Chris and I are firm believers that, hey, having a plan and a strategy and a team of trusted advisors to fall back on when things do get squirrely is really a big strength. So we did see a lot of people pivot, focus.

They really got more, I would say, concentrated on looking at themselves and saying, "Do I have a plan in place?" Yes, this happened. None of us expected it to happen, but what if it happens again? Or how long is this going to continue? So definitely a focus on some things that, when money's coming in easy, isn't necessarily a focus for them. But we saw a lot of transition into looking towards the future and having more of a concerted plan.

Kristin: That's great. And Chris, I'd love to ask you, obviously, throughout this time, people have been tethered to their browsers and they're probably seeing a lot, they can Google, or maybe they're getting emails that they never signed up for about exactly what you're a guide and a trusted guide, and a very experienced guide on, which is financial security, creating your future and just the areas of expertise that you have.

So what have you seen in terms of the importance of that human relationship as 2020 has evolved? Because that obviously has always been very important to what you've offered through your practice, but how is it different today? Here we are almost in September of 2020.

Chris: Yeah. Kristin... This is Chris. Yeah. So I'm a big backpacker and I'm a gear junkie too. So I buy stuff all the time. I'm on my device, Googling, searching, what's the newest thing. And I can tell you from personal experience, because I've gone out alone and backpacked and I've gone out with guides and backpacked. And my trips that were guided, they were great. I had a much time, there was a lot less stress, a lot more peace of mind. So I got to enjoy the views that I was seeing. I didn't worry about the food that was great for us to be made. And I kind of feel like that's what we do for clients.

Yes. There is plenty of resources for people to go out and do it themselves. But just like when you're backpacking and the grizzly bear comes out of the woods, you'd rather have a guy that's seen that before then being there to handle it by yourself. And it's the same with our business. When a recession pops up or a particular company goes bankrupt, do you want to be handling that situation by yourself with your own financial planning? Or do you want somebody who's there?

On a little deeper note, we have clients who pass away, spouses who pass away. We've been through that several times with clients on how to navigate the aftershock and what do we do with the money and the estate and the will and the kids? For most people, that's the first time they've ever handled it. So do you want to do it by yourself and be Googling how to handle that, or do you want to call somebody you've already been working with and say, "This is what's happened. What do we do?" And that's a lot of what Andy and I bring to the table in that personal relationship versus just having that relationship with your device.

Kristin: Right. And I love that. So what you mentioned Andy, about money being emotional. Something else that I know you both know because you're part of the outdoor lifestyle communities is the identity we have is also very emotional. And sometimes those identities and financial planning are a bit at odds. We talked about this a lot as we were preparing for this interview, there is a little bit of a badge of honor when you're younger and you have the identity as a person who loves the outdoors and that's your family and your life. That being a dirt bag, or, "Hey, we're not in these industries to make a lot of money." How many times have you heard that? I know.

So I would love to talk a little bit about how this identity should be inclusive, whether it's a financial identity or whether it's your outdoor identity, they should be actually inclusive of each other because ultimately it helps you enjoy both more, but it also puts you in a position I think, to affect positive change with your hard earned money. So I'd love for one of you to talk a little bit about that, because that is a key perception that we need to be working on. And it's part of the podcast here is like enabling us to understand how to reach our consumers and potentially change a lifelong belief that they have.

Andy: Yeah, Kristin, you hit the nail on the head there. This is Andy. We run into that a lot, especially with our target demographic, because there is this disconnect that sometimes having money or making money is actually viewed as evil and that's not always the case. Obviously businesses that we work with, their primary goal is to put out a good quality product, but they also need to pay the bills. And hopefully, as an owner taking some risks doing that, they're making something on the backside.

So there is a big level from the planning standpoint. And that's what I think, you'll hear Chris and I talk about a lot is we fall back on plans. A financial plan really is the backbone of what we do and what we feel really strengthens that financial opportunity for any client that we work with, no matter what the assets they have, no matter what their goal is. Chris used a great analogy of going out with a guide on a backpacking trip. Well, I promise that guide, doesn't just throw his day pack on and say, "Hey, cool, let's go." They've got a strategy and a timeline lined out of, "Hey, we're going to hit this trailhead at this time, we're going to hit this checkpoint at this time, we're going to stop for lunch at this peak. We're going to have flexibility along the way that if we see something we want to go do, we can go do that." But ultimately, they don't walk out of the gear shack without having a plan in place.

And that's kind of the attitude that we take from financial planning is, not all of our clients have a lot of assets and a lot of people work with us just from a planning standpoint. They want to actually self manage their money. And that's kind of a badge of honor for them too. And there's a lot of great opportunities to do that with the technology that we've seen developed over the last few years for individuals. But there's not a lot of great value add from a planning standpoint or advice standpoint. Sometimes people just want to have that ability to fall back and ask questions.

And so, to circle back on that idea of, hey, I've got friends that consider themselves dirt bags, I've got family members that literally have told me, "Me and my dirt bag buddies." But then I also look and it's like, "Well, yeah, but you ski on \$3,000-\$4,000 equipment. It's not that you don't have an opportunity to make money. It's how you choose to spend your money." But they also see that there's value in having a plan and some financial strategy around that. What's the next stage of life look like?

Kristin: And just this time of year and the fact that we are all relying on this team, the teams that we've been building in so many facets of our lives. So I just want to put it out there because I feel like it's important to offer a little bit of validation and permission that this is actually really important. And when you actually make the moves to prepare and educate yourself and partner with a company like yours, you're also putting yourself in a position to take care of the things that you care about. Your family, of course, but potentially also social impact and environmental causes.

So how have you addressed that? Because I know one of the things that you're working on us with as your partner at Verde is looking at One Percent for the Planet. And I think that that's actually really important for your target users, if you will, as we like to call them. I guess clients in this case, it's important to know that the people that they're partnering with ethically are aligned with them.

Chris: Yeah, this is Chris. And what we're seeing almost is an evolution of the dirt bag because these people who have used these natural spaces, whether it's the ski slope, the hiking trail, the river, the bike path, they're starting to see a higher level of use on this and they're going, "What can we do to make sure this is protected? What can we do to make sure that the users are following the ethics necessary to take care of that?" And where they're running into every single time is, "We need money. We need to fundraise. We need to give. We need charity to be able to do these things and protect our open spaces." So they're kind of starting to see a different light. "Yeah. Maybe I didn't need the money so much for myself, but I sure could go make some money and give it to this organization or cause." And those causes are important to Andy and I as well.

I spent 10 years as a Scout master and I get to see a lot of really neat places with the Scouts that took me all over the country. But it taught me a lot about ethics and the outdoors, working with that organization and seeing the experiences that those young people had in the outdoors and how it changed their lives just made me think, not only do I want those spaces available for my kids, but for my grandkids and their kids and so on.

So Andy and I, one of the ways we've made a commitment with our business is by partnering with One Percent for the Planet so that we ensure that some of our revenue every single year, which we earned from working with our clients, goes to helping those organizations that we care about, are passionate about and are helping to preserve those outdoor spaces. And most of our clients that we're working with, they have those same kind of passions and ideals too. They've got maybe a special charity that they want to give to. They want part of their estate to go to. They want to know how can it go there with little tax as possible? So we help build those plans to make sure that the money goes where they want it to go, whether it's right now while they're here or after they're gone.

Kristin: That's a great answer. Thank you so much. Did you want to add to that, Andy?

Andy: Yeah. I think one thing that we've started to see more and more is people are wanting to put some social purpose behind their money and how they spend it. I've seen that with how my wife and I have chosen to spend money over the last few years of we want to do business with businesses and brands that have the same beliefs that we have, and that actually put the money where their mouth is as far as supporting, whether it be outdoor preservation or protection or something of the sort, we're seeing a huge, huge shift in how people are choosing to spend their money.

It's not just, well, who's got the best product or who's got the cheapest product? Chris and I were having this conversation earlier this week and there's some businesses that we choose to do business with as a company, as a result of those companies' commitment to nonprofit organizations or the beliefs that we have. And so, it's not just our industry, but it's kind of funny because we're seeing a big push specifically in our world in the ESG investment mentality of people saying, "Hey, I want to invest. I want to build a plan, but I don't want to put my money in this company. I know that they make good returns year over year, but I just socially or environmentally, or governance-wise, don't agree with how they operate." It's interesting because for years, we have always had to talk with clients about absolutely! We support that, but just so you know, ESG investments traditionally have lagged in performance compared to traditional investments. That's not the case anymore.

Year to date, growth-wise, some of the best performing investments that we're working with with clients fall in that ESG sector. BlackRock's a great example of a company who has just touted this across the board with all of their investment products. As a result, we have people literally calling us saying, "Hey, tell us about this company's investments." It's because this is becoming more and more important. And so I think, like I said, not just in our industry but for all of your listeners and the companies that Verde works with, that's going to be something that needs to be addressed.

Kristin: Just for the listeners, ESG is basically representative of socially responsible mutual funds, correct?

Andy: Not just mutual funds, but yeah. Basically, ESG stands for Environmental, Social and Governance.

Kristin: Okay.

Andy: So, it's looking at a combination of the commitment that a company has, whether it's a green company and green community, a multitude of things, socially, how are they spending their money and what causes do they support, and then in governance standpoint of how are they governing that company? Are they doing good human-first business practices?

Kristin: So I remember last fall, one of my directors at Verde, Chris Dickerson, forwarded me a New York Times podcast about the BlackRock, I think it's what you're talking about, where basically they made an announcement that said, "If a company does not have some sort of social impact or environmental impact tied to how it can affect positive change, consider it a flagged challenged company going forward." Is that what you're speaking about?

Andy: Absolutely. We're seeing that not just with the BlackRock, but more and more companies are starting to take that attitude as they build out their investment strategies and just look at the sustainability of companies moving forward.

Kristin: So Chris, I'd love to get your take on how you're helping businesses. When they're considering these choices, how are you helping them communicate that to their employees and to their stakeholders that they are using the money they're making at the business to affect positive change?

Chris: Yeah. One of the things we look at first of all, especially with our businesses, is if they do offer some type of employer-based plan, which we all traditionally know as a 401(k). Does that 401(k) have options inside of it where people can make those value-based investment decisions? Or, is it just this black-and-white lineup of here's large stock fund, here is bond fund? Or, can they really make some social decisions with that money? So, it's a big place that companies can make an immediate impact through the benefits they provide to their employees.

Another way is, are these companies, are they partnering with a group, say, 1% of the planet? If they are, are they making sure that their employees are well aware of that through ongoing communications? Some companies we work with, they actually will offer a matching donation to an organization if an employee is donating to that themselves or possibly as a volunteer for that, maybe sits on the board for that organization. So, we see that a lot as a supportive way to make sure employees are aware of the commitment that the company has. And then, there's a certification. I'm sure most of your listeners know of the B Corp certification, which we encourage a lot of our business owner clients to get involved with and find out how they can get that certification so they are attracting the customers or clients that they want to have.

Kristin: That's fantastic. It's so interesting too, that this BlackRock topic that we talked about, that's much larger than the BlackRock, I realized after your comments, but that happened in fall of last year. Here we are, on the other side almost, I hope, of a pretty humongous change in our entire reality. So it's safe to say that what you've seen in



terms of this social impact and social responsibility, that has probably skyrocketed from where you saw it last fall, I would imagine.

Chris: Yeah, it's uncanny. To the BlackRock conversation. I mean, most BlackRock is a mutual fund, ETF company, and most mutual fund companies are the biggest shareholders of individual companies. So, they have the biggest voting power. Before that BlackRock announcement, very few companies were willing to go out on a limb and say, "Make votes based off of social issues." But now, that's a domino effect. We're just seeing people... Like Andy was saying earlier about how we choose to make our own purchases, I think there was a statistic that I heard. It was something close to 90% of people want to buy from a company or shop at a business that is doing good things. We just, I hate to say this, can't rely on our government anymore to do these things for us. And so, we're looking now to those companies out there. Those companies that are doing the things, they're the ones with the profits, which in turn are helping our clients reach their own financial goals.

Kristin: So as you're, I think, widening your sphere and making your value proposition more available to the right businesses and the right individuals, we're now in a pandemic, in a recession. So I think the notion that maybe business owners are not thinking about investing or managing this, because it's a pandemic and recession is false, correct? You're seeing a lot of interest from business owners today?

Andy: I can tell you on a daily basis, as we talk to our business owners as well as our individual clients, this is a topic that comes up and it's not going away. If anything, it's going to have more of a spotlight put on it as a result of the situation that we're in.

We're seeing it. There's a lot of businesses that have seen hits to revenue, but there's a lot of businesses that actually we talk to on a regular basis that are saying, "Hey, first quarter was good. Second quarter was better. We're afraid to see what the third quarter looks like because there has been a shift in how people are choosing to spend their money. They're not taking the massive vacations because places aren't open."

Kristin: Right.

Andy: And so, we're seeing a lot more focus, especially in outdoor industry, of have you been in a bike shop lately? Try to go buy a bike right now. It's awesome, but it's frustrating when I need to go in for a tuneup.

Kristin: Right, for sure. And so, I think it's important that we note again, we're also coming through a time when there have been furloughed employees, layoffs, the talent grab that is going to happen when things do start going back to a tighter, more consistent flow of transaction, I guess.

Obviously, we, in the outdoor active lifestyle markets, have been very fortunate in certain cases. We have been seeing a lot of activity and booms, in not all categories, but a lot of them frankly. But, think about this as an employer or as a small business in these spaces, how important it's going to be to truly have your best, I think, brand perception

that's genuine, forward for new people to look at as they're considering employment because I do feel like it's going to be the employee's market more than it is the businesses, the hiring market. You know what I mean? They're going to have a lot of choice.

Chris: Yeah, you're exactly right. It's what companies are because people have the choice now who they want to work for it. So it's not just about the paycheck anymore, but it's about what kind of benefits are being offered to me, those benefits aligned with my values, what is the company doing, and do those align with their values? We're seeing a lot of companies actually ask us to come in and talk to their employees about how to plan for their future as an added benefit because they're trying to just stack these benefits up, Kristin, so that they do attract those right people, as you mentioned, when that talent grabs begins to happen here.

Kristin: Absolutely. This is an area that I think, again, there's an opportunity to change perception around it, I think debunk a few things. But ultimately, when you see your employer doing it and actually showing that they're walking the walk and you're signing up to be part of that as an employee, that's actually very powerful.

We spend a lot of time looking at consumer behavior. Consumers really do place a high, high value and trust on their employer communications. What their employers tell them means a great deal to them and they believe it. They can't say the same about social media or fake news or robo-reviews or anything else right now, so it's actually really, really important and I love that you're creating more value and more resources for your clients to do that with their employees. That's a key stakeholder group.

Let's talk about some of the ways that you are trying to change perception here. I love this and I wanted to get your take on where this came from. One of the things that Chris and Andy do when they're talking with a new client, could be an individual or businesses, describe your ideal weekend.

In our space, what a perfect question. Maybe we think it's an ice breaker, but it's actually a screening question. It's a way for you to help organize and prioritize your services to them. So, talk about how that came to be.

Chris: Yeah, this is Chris. I'll talk a little bit about that. A lot of times, when a client initially meets with us, the first thing they do is - they got a stack of paper, whether it's statements or insurance policies, tax returns. - They push it across the table and I go, "Okay, here's what I got." Andy and I have to just level set and say, "Okay, hold on. We're going to get to that, promise. We'll dig in the numbers. But, first thing is let's find out what's important to you."

So, we actually go through an interview process. One of the questions that we just found that we came up with was they don't tell us what their ideal weekend looks like. Because what happens is it reframes their mind to where I'm happiest at?

For some, that could be at home. We had a client recently that told us Yellowstone, "If I can be in Yellowstone, that's where I want to be at." The way we just asked them to tell

us more about that and that description of what they're actually painting for us Kristin, is what everything would look like if they had no worries or concerns at all. Andy and I, that's part of our job is to take the worries, take the concerns off of our client's plate, so that they can go do what they're really good at, and we'll take care of all the stuff in the background so they can hit their goals. So that question just really ... and by peeling the onion back several layers on it tells us a lot about who that person is, and not only what they want to do, but it tells Andy and I if we want to work with them, because we can't take on everybody, and everybody's not going to be a good fit for us. But answering that question and really what's important to them tells us if this is someone we can work with, and if we feel like we can realistically help.

Kristin: I love that. Andy, did you want to add to that at all?

Andy: No. I think Chris really, really hit it well there. One other thing that probably wasn't something that we originally planned when we started formulating that question as part of our discovery and onboarding process, was really how that would impact what we've just seen over the last five months.

Because I can tell you that when people did get that punch in the face back in March when the country started going into lockdown, and they had to start looking at what's really important to me? And reality is, it came back to what do I want to do this weekend? What do I want to do if things don't go back to normal? What's important to me to make sure is there? I can tell you that question has become more and more important in our process working with clients less so than how much money do you need in retirement?

It's more of what's important to you right now? If you, as Chris said, if you could really have your ideal weekend, where are you at? What are you doing? Now let's figure out how we get you there. So it's just a different tactic. As Chris said, it catches a lot of people off guard when we start the process, because trust me, we've been in this business for a long time...that's not a normal question that is told to you during any training when you're becoming a financial advisor or financial planner.

Kristin: It's almost like you're managing the gap. So there's where our heads are at from what we've learned and we've been told our entire adult life. Then there's the simple love that we have for our lifestyle. That question really bridges them right away and makes it easy to walk across the bridge, because it's something that, of course, you know the answer to that. And honestly, you're absolutely right. It's probably gotten a lot more attainable and simplistic over COVID, and that's why there are no bicycles available. That's why, literally moving my son up to college from Southwest Colorado to Bozeman, Montana there wasn't a single campsite available. Thankfully I was able to go to BLM land, but my point is - people are discovering the reverence, the simplicity, the being present in the moment that outdoor active lifestyles give you.

Somehow you two are able to bring financial planning into that zone, and that is a little bit miraculous, frankly. I think it's one of the miracles of COVID is, people are ready for that. I think it would have been a heavier lift before. Let's be honest, you're selling a very intimate product. People have all kinds of baggage around their money. I guess as

we look to wrap up here, I'd love to have you just give a little bit of a way that you could make people feel comfortable starting where they are right now today.

Andy: I think the key there is, is there's not a number that you need to reach. We run into that all the time. Obviously, Chris and I do have some asset limits and things for certain products and strategies that we utilize with clients. But reality is, our opinion, everyone needs to start somewhere. We don't just work with multi-million dollar clients. We have multi-million dollar clients, but we work a lot with people that are saying, "This is where I am, and this is where I'd like to get to, but I have no idea how to do that." That's really where I think the planning piece comes in, and there's a lot of great resources out there for the DIYers. There's a lot of those people that are in our industry that will never work with a professional advisor in any way, shape, or form, and that's fine. There's a lot of great, like I said, resources for them to go build their own strategy and build their own guide plan.

But I think the biggest thing there is - don't be intimidated or embarrassed by where you are today. Everybody started somewhere. Chris and I started somewhere. We're still not where we would like to be. When you went out and formed Verde, I promise, you had some fear. I know the business owner mentality and embarrassment of there's some things that I don't know that I'm going to learn along the way. The key there is being able to stumble eloquently when you do run into one of those roadblocks or intimidating pieces. So my piece of advice there is, is if you don't feel comfortable doing it yourself, call someone, whether it's us, whether it's another advisor, whether it's somebody that just has more experience than you do. Ask questions, but please don't be intimidated or embarrassed by where you are today.

Kristin: That's great advice. How about you, Chris, to wrap it up? Can you summarize your feelings on that?

Chris: Yeah, I've got three boys. I remember when I was first becoming a new dad. I guess as most new parents think, you're like, "Okay, what do I do?" I wanted to make sure I encouraged them and I helped them, and everybody was like, "Always tell your kids they can do anything." My oldest son, who's 19 now, when he first got into sports, I remember we played soccer and everybody got a trophy. That really burned me the wrong way. So I didn't want to tell this kid, "You can do anything you want to do," because I just didn't really believe that. So I changed my phrasing and my wife gave me a hard time about it first, but I was like, "You can do anything you're willing to work to do or anything you're willing to take the steps to do."

So I've told that message over and over again to all three boys. I feel like that's how I would tell people out there in the audience. "You can do anything that you're willing to work to do, anything that you're willing to put the plan together on, anything that you're willing to hire the right people for." But don't just say, "I'm going to do this," and expect that it's going to happen, because it's not going to magically just all work together.

Kristin: That's fantastic. I just have to say, it's awesome to know that our community has specialists like you. Because at a time like this, I think we're all looking at every single aspect of life, financial management, money, our identity around that, our identity in

our lifestyle. All of that is so important, and I feel like we're at a moment right now where we can really hit the reset button on that as well, and set a new plan, and really go forward in a way that is going to be meaningful from what we just went through with COVID, because that's the gift of COVID, is it's enabled us to really look at what's important. I do think there's going to be a lot of opportunity for growth in business and financial gain after COVID. I mean, this is when the majority of incredible new entrepreneurial startups happen... is when we have a recession, or I guess I've never lived through a pandemic. I'm pretty sure when the Spanish flu hit, there weren't a whole heck of a lot of Kickstarter's going on.

But my point is, here we are with an incredible array of technology, global communication and connection, a global pandemic, and a recession. You can't tell me there won't be incredible opportunity that will come from this. Pairing your identity and your goals around money and where you want that to go with the opportunity that's here, it's time. It is time to think of this differently. I'm so excited to have you on the show to share you with my audience here at Channel Mastery, because you are definitely our people. I just am so heartened to know that you're out there already to help with the context you have. So thank you so much for being here today.

Chris: Yeah, thanks for having us, Kristen.

Andy: Yeah, thank you. We appreciate it.

Kristin: I will be having you back, like it or not, because this is not a one and done conversation.

Chris: Sounds good. Sounds good.

Kristin: Thank you so much.