

Klaas Financial

University of Wisconsin–Madison
Wealth Management Group

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Todd Eklund

todde@klaasfinancial.com

[LinkedIn](#)

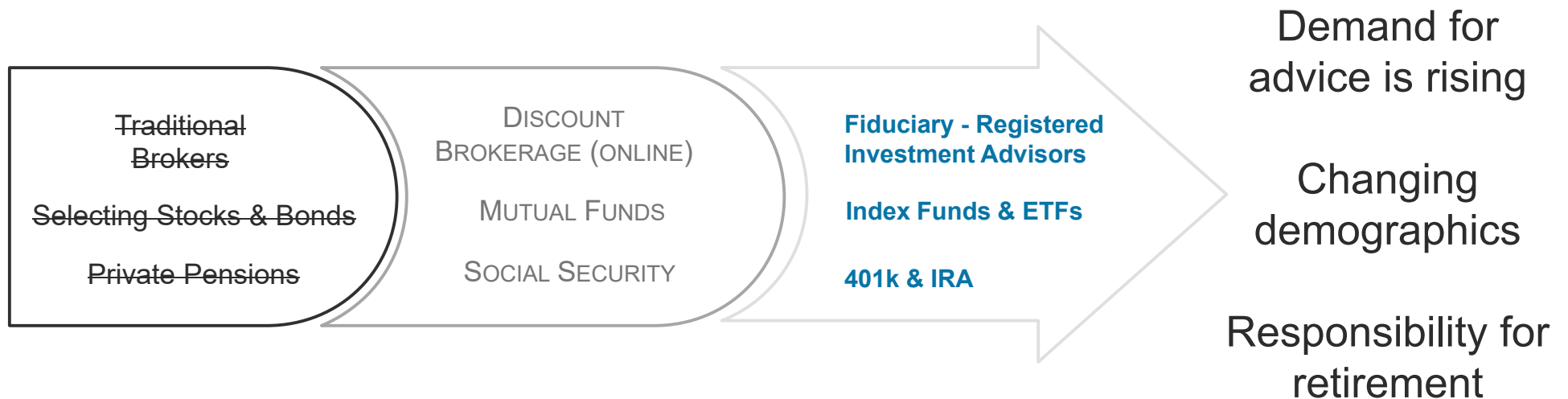
Josh Stirling

joshuas@klaasfinancial.com

[LinkedIn](#)

Why - Industry & Profession

Disruption at 20-year intervals



Old school industry entering a new era

¹ 43% of industry over 57 | Avg age of adviser > 63
~ 5% of advisers are under 30

- > 1/3 of industry to retire in next decade ²
- > Oversupply of clients, undersupply of next-gen professionals
- > Bull market (not about stocks) - G2 professionals & quality advice

¹ Mark Hurley - Forces & Factors Driving the Next Phase the Wealth Management Industry's Evolution (NAPFA Large Firm Forum 2018 Presentation)

² Cerulli Research, FA Magazine - "37% Of Financial Advisors Expected To Retire Over Next Decade" (Nov 2019)

Talent shortage grows each year

96% *of all undergrad students
have heard of the career
of the advisor*

Almost all undergrads have heard
about financial advisors

7%

of all college students
are interested in actually
becoming an advisor

Advisory careers may offer students what they want



Top Attributes College Students Look For In A Career

- > Want to work in a career where job cannot be outsourced (88% agree)
- > Want to work in a career that is in a growing field (90% agree)
- > Willing to work hard to earn more money (97% agree)
- > Has a positive impact on others' lives (82% say this is very important)

Career research is people-powered

Personal contacts are a top channel for research.

- Two thirds (64%) of college students have talked to people in their career of interest
- Surprisingly, only half (51%) of business majors have done so → “Networking Gap”

Internships are critical to exploring career options.

- An overwhelming majority of students—84%—agree
- Internships are important to help decide which career to pursue.

Everyone wants a mentor.

- 90% of college students say they would like to have mentors guide them in their career.

Showing up is half the battle

> **Career events and job fairs**

- Get out there and get knowledgeable

> **Summer paid or unpaid internships**

- Especially after freshman & sophomore years

> **Graduate internships**

- Get-to-know-you trial period

> **Outreach**

- Professors, counselors, industry professionals

What you bring to the table

> Tech-savvy

- Less fear of technology, can quickly adopt new systems and processes.

> Adaptable

- Capacity to learn new skill(s) rapidly

> Organized

- Natural fluency with technology tools might contribute to sense of greater control over complex elements of work.

Why - Klaas Financial Asset Advisors

Who We Are

KLAAS FINANCIAL By the Numbers...



45

Years in business
(Founded in 1976)



1,100

Clients
(by household)



21

Employees
(at two locations)



605M^{*}

(Assets Under Management)
(in millions)



28

States
(where clients are served)

*This number represents approximately \$438 million of assets under management in our discretionary wrap fee program (Klaas Investment Portfolios ("KIP")), and \$117 million in assets under management through our non-discretionary retirement plan consulting services (Klaas401k), and \$50 million in assets under management through our non-discretionary Investment Consulting Services ("ICS") arrangement with Mutual Securities. All "By the Numbers" data is as of December 31, 2020.

How We're Different

Diverse

Women in key management, leadership roles

Next Gen

Average employee age compared to industry at large

Growing

Money in Motion radio show, KlaasU Seminars

What we do

Individuals and Families



Klaas Investment
PORTFOLIOS



- Fee-based Planning and Asset Management
- Fee for service Planning only

Employers



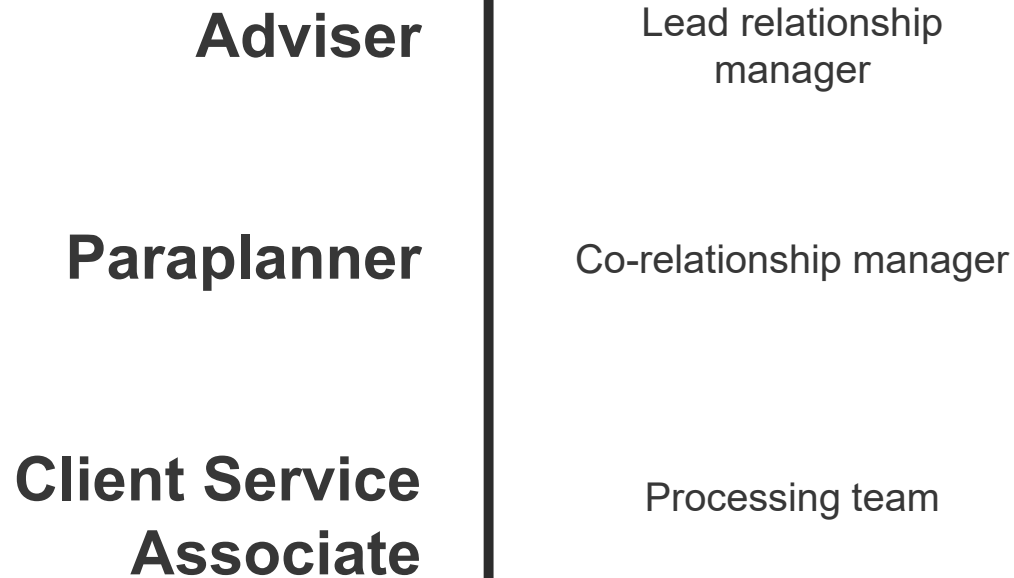
KLAAS 401K

- Employer Retirement Plan Solutions

SPECIALTY | We specialize in Retirement Planning. We strive to provide answers to all our clients' retirement questions in one place.

STRUCTURE | As a registered investment adviser, we are a fiduciary and act in our clients' best interest.

Our Client Team Structure



Our Planning Culture

Our Core Values...

- **Curiosity:** To ask questions, be interested, and never stop learning.
- **Integrity:** To be honest, trustworthy and ethical in our commitments and actions.
- **Empathy:** To understand and share the feelings of our clients.

Our Planning Culture...

- **Detail:** Indulge in detail and be organized.
- **Interactive Plans:** Designed with the client participating to develop clear and actionable guidance.
- **Teamwork:** Problem solve with others, discuss plans, and share success stories together.

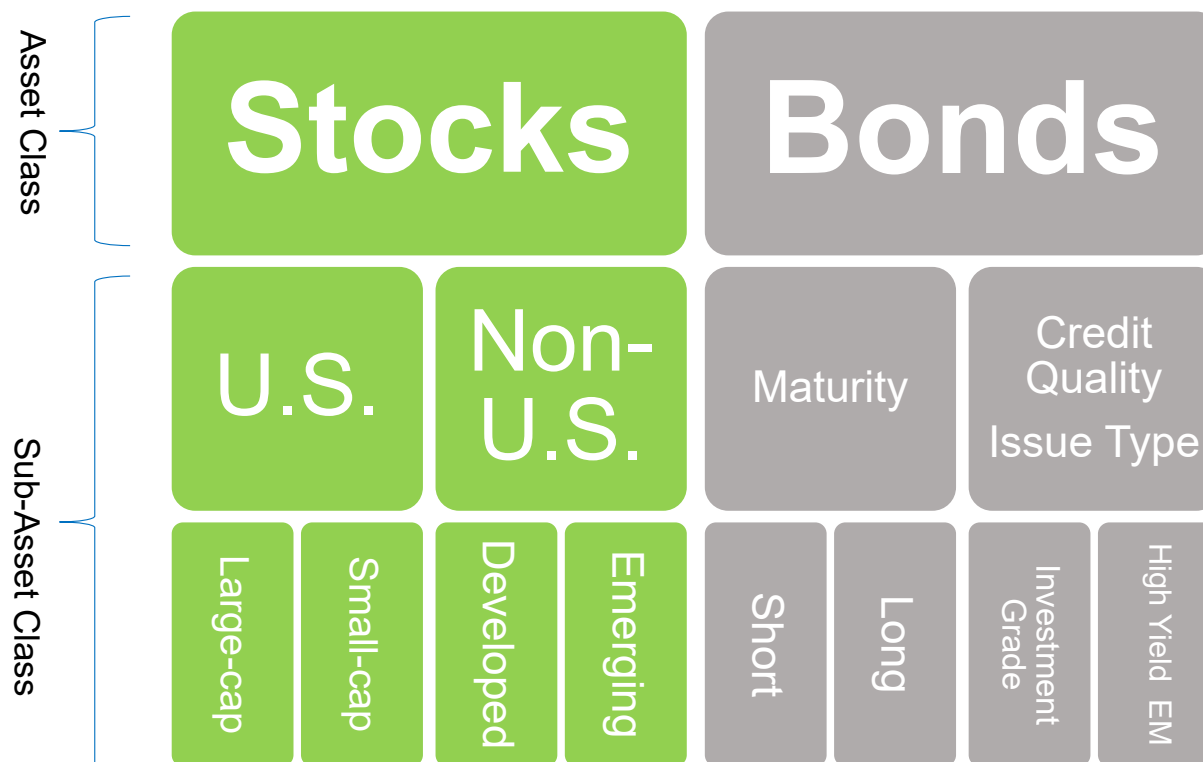
Our Advice – Rigorous, Data-driven, Dynamic

- Interactive
- Ongoing
- Adaptable



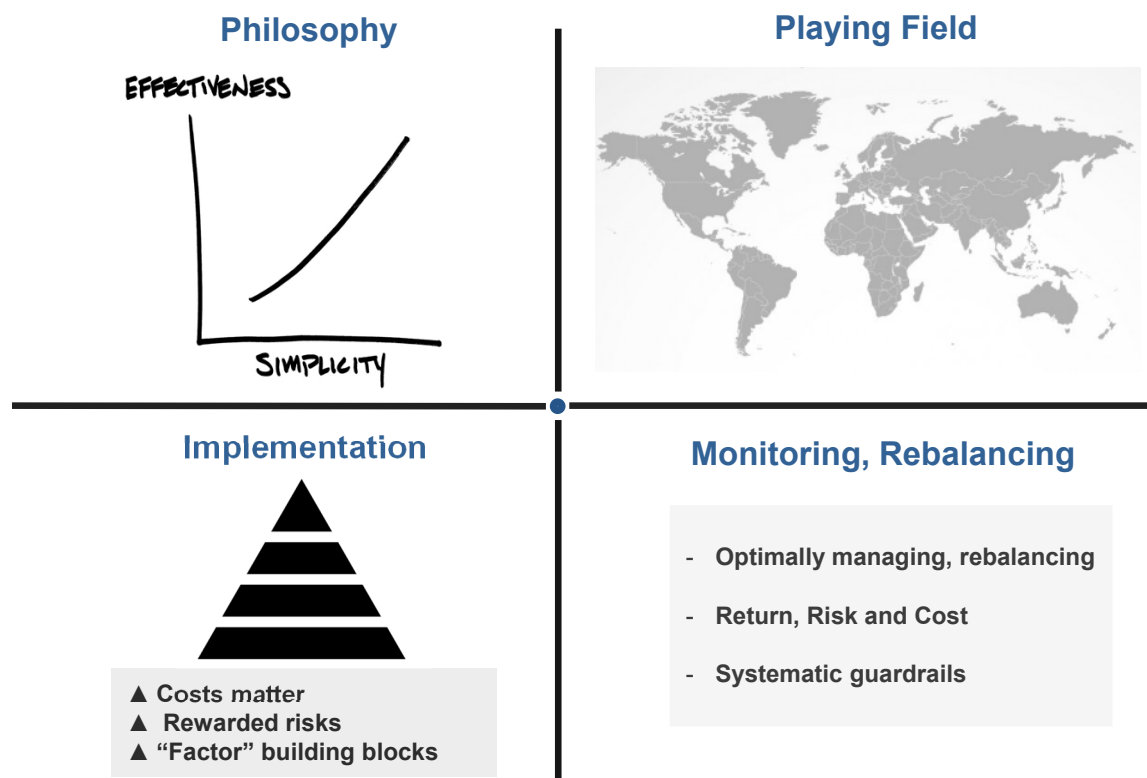
Source: eMoney, sample client for illustrative purposes only

Our Investments



- Global diversification.
- Key drivers of return/risk.
- Diversified by:
 - Security
 - Country
 - Sector
 - Factor, style

Our Investments



Appendix

Get in contact



Todd Eklund
todde@klaasfinancial.com
[LinkedIn](#)

Presenters



Josh Stirling
joshuas@klaasfinancial.com
[LinkedIn](#)

Additional Resources (Web URL Linked)

Whitepaper Resources:

[Financial Planning Career Paths – CFP Board](#)

[Understanding The RIA Channel](#)

Videos:

[The Pursuit of Perfection: Raising the Bar on Practice Management](#)

[Megan Carpenter and Mark Tibergien | The Future of Advice](#)

Books:

[G2: Building the Next Generation](#)

Blogs:

[Michael Kitces – Nerd's Eye View](#)

Important Disclosures

Opinions provided in this presentation are those of the presenters, are based on the data available as of the date given, and are subject to change without notice. Investors should consider multiple sources of data, and should not rely on one specific graph or set of data in making investment decisions.

Investors should be aware that all investments involve risk, including the loss of principal. Investors should consult a financial advisor to determine the appropriate asset allocation for them based on their financial resources, financial goals, time horizon and risk tolerance.

Klaas Financial Asset Advisors, LLC (Klaas), is a registered investment adviser registered with the United States Securities and Exchange Commission (SEC). For clients in the Klaas Investment Portfolios (KIP) Program, Klaas has discretionary authority over investment decisions.