



PEAK RETIREMENT

◆ PLANNING, INC. ◆

GET TO KNOW PEAK RETIREMENT PLANNING, INC.

1. Why was Peak Retirement started?

To form trusted relationships with those we serve, helping them into and through retirement. We strive to be innovative and on the cutting edge. Our high level of customer service, comprehensive retirement planning and tax focus are just some reasons clients work with us.

Joe saw a specific way he wanted to serve clients. He worked with other companies that, in his opinion, did not provide the level of service or financial planning options clients needed. He learned, "if you want to change, you must do it yourself." With the help of his long-time mentor Kathy Gilliland, Joe was able to start the firm and grow it quickly. He realized if he wanted to make a bigger impact and help more people, Peak Retirement Planning, Inc. would have to be bigger than himself, which is why we have continued to grow.

2. Are you always held to a fiduciary duty of care?

Yes. Our advisors are legally, ethically and morally required to always act in your best interests.

3. What does it mean to be an independent advisor?

It means we are not tied to offering any specific investments or products. We can shop the marketplace to seek the best opportunities that best fit your custom plan.

4. Have any Peak Retirement Planning, Inc. advisors ever been disciplined by the SEC or FIN

No.

5. What is the age and background of your typical clients?

Most of our clients are between 55 and 70 and are in or near retirement. We typically work with families who have been diligent savers and want to take a comprehensive and intentional approach to protect and grow their life savings. We understand we cannot serve everyone, and our specialties allow us to best serve this niche. We do not try to push or pressure anyone to work with us; we would rather work with people who fully trust and value what we do. Also, most of our clients do not like paying taxes and are attracted to our tax planning focus 😊.

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6. How do you continuously serve your clients?

We take a team approach and focus on our 5 Pillars. All our advisors have a specific area of expertise, so we review all plans together to ensure multiple eyes view each. We meet with our clients at least once a year to review tax planning for the year and adjust for changes within our plan. We make changes designed to maximize our client's investment portfolios as needed. We are available anytime to answer questions and always get back to our clients within 24 hours. We stay educated on the current financial environment so clients can quickly take advantage of any opportunities that arise. We also have an insider list exclusive to clients with updates and ongoing education, plus fun client events every year.

7. What are your professional credentials?

- **CERTIFIED FINANCIAL PLANNER™ (CFP®)** professional — A prestigious industry credential that requires holders to demonstrate their experience, expertise, and ethics. CFP® professionals are required to act in your best interests. We must spend over 6,000 hours developing holistic financial plans for real-world challenges. We must pass a rigorous education program and certification exam to receive the CFP® designation.
- **Chartered Financial Consultant® (ChFC®)** — Covers a must-have list of requirements for financial advisors, including knowledge of tax and retirement planning, wealth management, insurance, and more.
- **Certified Kingdom Advisor® (CKA®)** — Allows advisors to confidently integrate technical expertise and biblically wise counsel in their financial advising role

8. Do you provide more than just investment planning?

Yes. Unlike most firms, we provide comprehensive financial planning and investment management to give our clients a full-service experience. We deliver this through our 5 Pillar approach, which includes Tax Planning, Investment Planning, Income Planning, Healthcare Planning, and Estate Planning.

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