

# Why Promethium?

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Twenty-five years ago, in Washington, DC, a Financial Organizer was created to be the repository of important information for a surviving spouse. It was so well received by local clients, it needed to be shared on a national scale. So, off we went to New York City to create the ideal “client experience” for the Ultra High Net Worth client. Again, the initiative was so well received, it was broadened to the entire firm. Since then, the financial services industry has adopted a wealth management approach.

## Managing Clients Money as Our Own

When we decided to manage private family portfolios within a comprehensive wealth management process, we did so first to replicate that personalized, high-touch client experience, and second, with what we see a unique focus on long-term, after-tax wealth accumulation.

As the COVID pandemic dragged on, it became clear that the advances in technology allowed for a bespoke wealth management experience in an independent environment. Being independent offered significant flexibility for both us and our clients. From location, to research, analytics, trading, and planning, as an independent, our choices are broader and more robust. Being independent enables us to expand and deepen services, employ technology that serves the needs of our clients better, and allocate resources to enhance our clients' experience.

## A Personal Journey

Steve Jobs 2004 Stanford commencement speech is never far from our minds. As you know, he encouraged the graduates to ‘... find what you love. If you find that what you are doing is not what you want to for too many days in a row, you have to change something’.<sup>1</sup>

The seed for Promethium was planted 25 years and has been germinating for a good long time. Selfishly, now we can do what we love. We can do great work and we can do it our way. A big part of our ethos is to teach, coach and mentor our clients and their families. Another part is to hire, train, and empower associates to grow personally and professionally. At Promethium, service protocols and staffing ratios are no longer set from afar, client relationships will not be outsourced to call centers, and client surveys are embraced, not banned.

*“What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others.” – Pericles*

## The Promethium Client Experience

A client’s experience at any firm is determined by the skill, knowledge, commitment, and care of the local team. For more than three decades, we have forged a path, and literally written our own book, on providing exceptional client experiences, interwoven with sophisticated planning, and tax sensitive investing.

People know what you know by the questions you ask. We start with questions about your family, then philanthropy, then finances. We have observed the best investments are in knowledge, and the most important strategy is family communication. Client needs dictate the direction, and we understand the available choices and the optimal methods.

Our approach is not the "only" way, nor necessarily the “right” way. It is "our" way. It is the approach we want for ourselves, our families, and our friends. If you want to explore if Promethium makes sense for your family, give us a call. We will pick up the phone.

<sup>1</sup> <https://news.stanford.edu/2005/10/02/youve-got-find-love-jobs-says/>