

# A

# New

# Paradigm

*ARTISAN WEALTH  
MANAGEMENT, LLC IS  
ATTRACTING NEW  
CLIENTS AND ADVISORS  
BY EMBRACING THEIR  
MISSION STATEMENT.*

**T**he universe of financial services has been shaken over the past twenty-four months. When all is said and done and the dust has settled, the landscape will no doubt be changed dramatically. The push for independence has definitely gotten a shot in the arm with this shake up as evidenced by financial representatives en masse fleeing Wall Street for independent advisory practices. Given the headlines as of late, individual investors too have voted with their dollars as they transfer their accounts from large brokerage houses to smaller independents that have been more responsive during this market upheaval. The team at Artisan Wealth Management, LLC is poised to benefit from this shifting paradigm.

Last July, Edward R. Collins and David N. Lambert finalized a merger that was more than a year in the making; their two practices came together to form Artisan Wealth Management, LLC headquartered in Lebanon, New Jersey. With vastly different backgrounds and complimentary skill sets and expertise, the founding partners met at a conference in Salt Lake City, Utah in June of 2007. They each had been investigating making a change from their existing affiliations.

Leaving a position with the United States Department of Justice, Mr. Collins formed Collins Wealth Management, LLC in 1998 and affiliated with a small broker dealer to assist in servicing clients. “It was an interesting time to get involved in financial services,” says Collins. “I had always had a love of finances and a passion for helping people.” Focusing on intergenerational wealth transfer, Mr. Collins developed expertise in estate planning and business continuity planning, as well as asset protection strategies and educating clients regarding the psychological issues surrounding wealth management.



From Left: David N. Lambert and Edward R. Collins.

After spending fifteen years on Wall Street as an institutional trader and fixed income specialist focusing on risk management and portfolio design, Mr. Lambert ventured off to form the Lambert Financial Group in 2003. Affiliating with a small broker dealer to help service his clientele, Mr. Lambert focused on financial planning for executives building an expertise in executive compensation planning, including Incentive and Employee Stock Option Plans, as well as concentrated stock diversification strategies. “Executive compensation can be a complicated area,” comments Lambert.

“Tackling that area of your financial life piecemeal, instead of having a coordinated, integrated financial plan, can often end up costing immeasurable sums down the line.”

Although they have vastly different backgrounds, Collins and Lambert share a common philosophy when it comes to wealth management planning – put clients first. In fact, it is that shared philosophy that caused them to be drawn to one another to begin with. “The very first day we met, we started talking about our views regarding what it takes to build a successful wealth management practice,” offers Collins.

*“With the understanding that we cannot be all things to all people, we partner with a select number of families who understand, value and desire integrated wealth management planning.” – Edward R. Collins*

“We kept coming back to the fact that if you put a client’s interest above your own, success inevitably follows.” In the subsequent weeks, that conversation evolved into the discussion of merging the two practices. “There are many different types of financial planning practices out there. And while we are not saying that any one type is better than another, we just felt that adopting an independent, fiduciary approach was most in line with our core values,” adds Lambert.

Part of their due diligence process was investigating a broker dealer to align with in order to better serve their clients. Over the course of a year, they engaged in serious deliberation. “It came down to technology and cost savings, both of which benefit our clients,” states Lambert. “Early on we recognized that leveraging technology was a mandate for the industry,” Collins adds. “Finding a broker dealer that was able to deliver became a priority for us. After careful consideration we found ourselves choosing to align with LPL Financial.”

In the few months that they have been operating as Artisan Wealth Management, LLC the team has already transitioned a significant portion of their previous clients and have increased the number of families they help as a result of new client acquisition. Collins believes it comes down to truly embracing their mission statement. “We are dedicated to assisting our clients in achieving true financial independence. The members of our team commit their daily activities to the ultimate pursuit of each client’s financial success. With the understanding that we cannot be all things to all people, we partner with a select number of families who understand, value and desire integrated wealth management planning.” That mission has also gained the attention of advisors looking to affiliate with an independent organization.

On the same day Artisan Wealth Management, LLC opened for business, they brought on another advisor. Lawrence Wefferling has had a well established accounting practice for more than a decade and started offering financial planning and asset management services in the late 1990s. “The fact that Artisan puts a client’s interests above its own is what distinguishes them in my eyes,” offers Wefferling. “I have built my practice by ensuring that no matter is too small to treat with exceptional service. My clients want and need independent, unbiased advice. This is exactly what I am able to provide with the help of the team of professionals at Artisan Wealth Management, LLC.” Wefferling’s feelings are shared by many advisors. In recent weeks the team has actively been meeting with candidates interested in becoming part of Artisan. “The process is deliberate,” states Collins. “It is important that we ensure that it is a true win – win situation. We are a team here and our separate skill sets, expertise and perspectives must complement one another.”

The fact that they have embraced technology is another attractive attribute for advisors. By adopting a paperless office strategy and systematizing every aspect of the practice, the professionals at Artisan Wealth Management, LLC are able to focus their efforts on helping clients. “We recognize that we have to be both effective and efficient,” comments Collins. “Being effective means doing the right things, and being efficient means doing things right. Technology, forethought, and collaboration help us to realize these goals.” From offering advisors electronic processing capabilities and a proprietary client relationship management software system, to giving clients password protected, encrypted access to a living balance sheet through the firm’s web site at [www.artisanwealthmanagement.com](http://www.artisanwealthmanagement.com), these professionals walk the walk when it comes to technology. Their current and future success, however, is the result of careful, deliberate integration of high tech with high touch.

What is in store for Artisan Wealth Management, LLC for 2009 and into the years ahead? “We have to do what we say we are going to do,” Collins says. “We have committed a great deal of capital building Artisan. We have invested months of sweat equity as well putting together the systems from the ground up. We want our clients and advisors to feel like we are constantly moving forward ... constantly improving the services we provide and the mechanisms we have in place to provide them. That is why ongoing strategic research and development has been made a core tenant of our firm. As technology improves, a better service experience and a reduction in costs can be offered to our clients. We are also committed to staying at the forefront of planning. Cutting edge strategies dull over time. Every member of our team is dedicated to ongoing educational development and the pursuit of excellence within wealth management planning.”