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WEALTH MANAGEMENT LEADERS | WISCONSIN

More Than Money

Through an individualized and holistic approach to wealth management, **Guyette Financial Group** helps clients find financial peace of mind for generations to come.

As the son of a financial advisor, Brannon Guyette was taught the value of creating a strong financial foundation at a young age. Backed by the belief that a strong work ethic and personalized planning can help solve complex wealth management needs, he followed in his father's footsteps before forming Guyette Financial Group at RBC Wealth Management in 2019.

"I had the pleasure of working with my dad for 12 years before he retired," says Guyette, CIMA®, managing director-financial advisor. "He was an awesome teacher and role model. It was such a blessing to have a mentor who always had my best interest at heart and gave me the autonomy to improve the practice."

While his father worked in an era driven by trading stocks and bonds, Guyette shifted the firm's focus to wealth management with an emphasis on the health and well-being of clients and their legacy. With Ann Jahnke, investment associate, and Clara Cockrum, senior registered client associate, the team carries more than 60 years of combined experience in the industry and reflects the multigenerational nature of their clients.

"We want a client's future self to thank their present self for their actions," he says. "People want to know their assets will be passed down responsibly and managed in a way that they could feel happy about. It's not just about their portfolio, it's about the whole family."

FROM LEFT TO RIGHT: Clara Cockrum, Senior Registered Client Associate; Brannon Guyette, CIMA®, Managing Director - Financial Advisor, Senior Consulting Group; and Ann Jahnke, Investment Associate.

Trust Across Generations

For many individuals, wealth can come with hard work and determination. What to do with it is less clear.

"When people find they don't have the experience to handle the assets they've accumulated and are sitting on cash, it's time to get on the right path with an advisor," Guyette says. "When we lay a strong foundation, everything else can be built from there."

To avoid being overly complex, he strives to simplify difficult concepts in a relatable way so that clients can walk away feeling more informed and in control of their finances.

As clients build wealth, Guyette and his team build trust. An active listener eager to understand the individual values of each client, he cultivates client relationships spanning generations so that every promotion, bonus, or financial setback is handled with care.

"I talk about their portfolio when they come for a review, but I also want to know about their visions for their family, recreation, and their legacy. Whatever is most important to them will influence how we'll craft their strategies," he says.

Perhaps more than anything else, Guyette's genuine joy for helping clients helps to build confidence that the team has their best interest at heart.

"I love coming to the office every day," he says. "At the end of the day, most people aren't concerned about the intricate details in their portfolio; they want to see that their families and beneficiaries are in good hands. This is what we enjoy providing the most."

RBC Wealth Management

2465 Marina Circle, Suite 500
Green Bay, WI 54304
920-343-4547
us.rbcwealthmanagement.com/guyettefinancialgroup