

Hearthstone Wealth Management



Hearthstone Wealth Management
Ameriprise Private Wealth Advisory Practice

11675 Jollyville Road Suite 200
Austin, TX 78759
Phone: (512) 231-0725
Walter.p.reep@ampf.com





Mission Statement

Hearthstone Wealth Management
Ameriprise Private Wealth Advisory Practice

We provide personalized financial solutions, based on long-term relationships, to help you plan for your dreams.

What We Do

At Hearthstone Wealth Management we believe in developing a strategic plan for our clients. We want to add team members by providing career paths that fit their personal style, strengths and goals. At Hearthstone, we help both our clients and our team members reach their dreams.





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Our Team Credo

Hearthstone Wealth Management is a place where the genuine care and wellbeing of our Team Members is key to our success.

We seek input and participation to create a culture that provides opportunity for growth, success and career satisfaction.

Our Core Values

- ❖ *Integrity - We strive to always act in the best interest of others*
- ❖ *Empathy - We desire to understand and share other's experiences and feelings*
- ❖ *Prudence - We apply a high level of care, judgment and wisdom toward others*



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Hearthstone Wealth Management Advisory Team

Get To Know Us



Hearthstone Wealth Management
Ameriprise Private Wealth Advisory Practice

Dogs = 9



Cats = 3



**Number of years with
Ameriprise = 129**

Laptop vs. Desktop



8

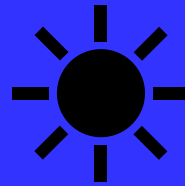


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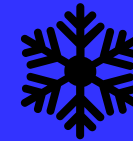
**Discretionary
accounts = 342**

Assets Under Management = \$500 mil+

Beach Vacation vs. Snow Vacation



8



3

New clients in 2018 = 76

Sweet vs. Savory



5



6

Queso vs. Salsa

9



2



iPhone vs. Android



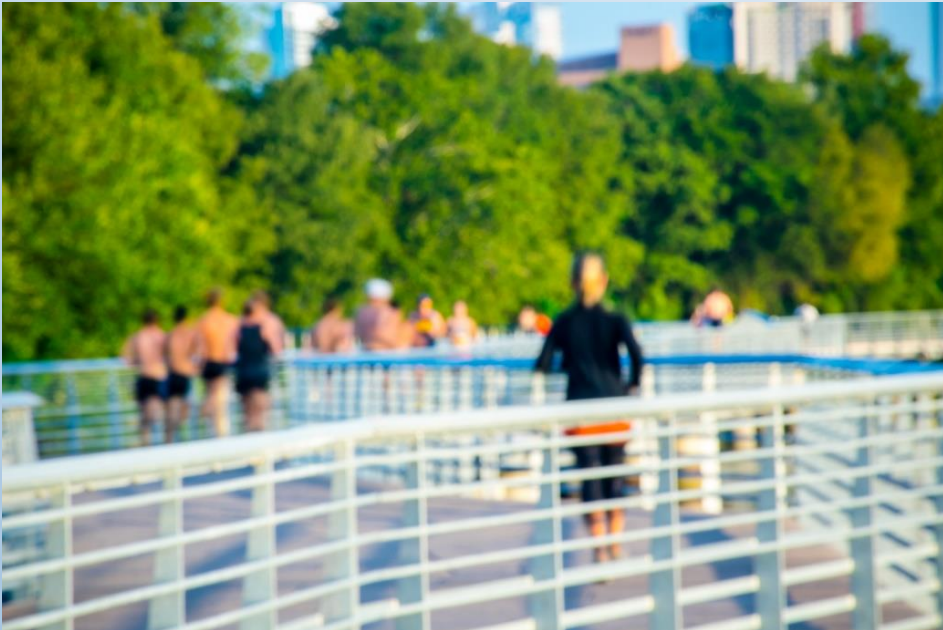
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Austin Office

Our office is conveniently located in northwest Austin, one of the fastest growing cities in the country - close to the Domain and the Arboretum.



WHY

we do what we do...



Hearthstone Wealth Management
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Walt Reep CFP®
CEO - Equity Partner

I truly enjoy helping people. This includes not only our clients, but helping members of the HWM team succeed in their life and career goals. We have a great team of genuine, caring people who not only provide excellent client service, but also care about the team members.



Brianna Kuehmstedt CFP®
Financial Advisor and Equity Partner

One of the true joys for me is the close-knit relationships that develop with clients as I help them achieve their financial goals. This is an industry that is always changing and there is great opportunity to continue to learn and grow to better assist clients whether they are having their first baby or getting ready to retire.

WHY

we do what we do...



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Chris Taylor CFP®
Financial Advisor

I chose to become a Financial Advisor because I enjoy helping people. There are many people who need financial guidance, and this is a career where I can see the direct results of my work with my clients. I became a member of the team because I can learn from seasoned Financial Advisors. I have been able to develop skills to succeed in this field and being a part of this team has been great for my professional development.



Ros Respecia MBA
Financial Advisor

Our team shares similar values in how and why we serve our clients. With our team, we have clear goals on how to grow our business and the opportunity for personal growth and success. I started with the team three years ago as a client service associate and have progressed to my current role as an advisor. I have found a wealth of knowledge, experience, and mentorship with the team to be invaluable. The team is invested in my success as I am with theirs.



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Joining the HWM team

Qualities and characteristics that make up our team.

- *Client centric approach*
- *Desire to serve*
- *Dedicated to professionalism*
- *Team interaction with individual input*
- *Growth focused*
- *Entrepreneurial mindset*



Working With Hearthstone Wealth Management



Hearthstone Wealth Management
Ameriprise Private Wealth Advisory Practice

Benefits

- Recognized financial planning firm
- Ability to work with and learn from outstanding mentors
- Focus on financial planning and putting the client first
- Career focused
- Opportunity for career advancement



Let's Compare



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Hearthstone Wealth Management

- Team is client-focused
- Close-knit team with experienced advisors
- Career advancement is personal
- Opportunity to become a partner
- Have impact on team vision and direction

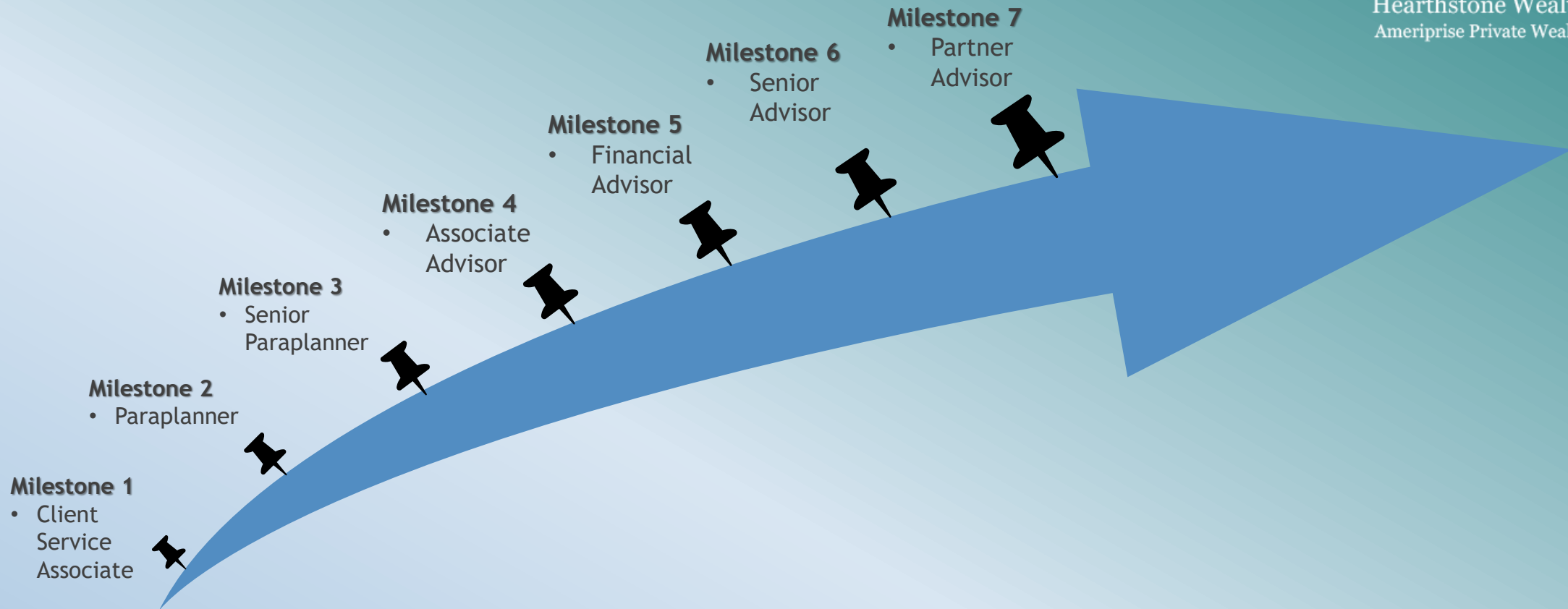
Corporate Financial Company

- Focused on corporate profit
- Part of a large corporate team
- Management team determines advancement
- Corporate stock ownership
- Follow the existing corporate culture

"Which one do you prefer?"



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What Does a Potential Career Path Look Like?

Team Member Roles



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CSA - Client Service Associate (0-6 months)

Activities include paperwork preparation, client meeting scheduling, client meeting preparation, initial financial planning plan development, assist with marketing implementation, work on acquiring licenses

Paraplanner (3-12 months)

Fully licensed team member that in addition to CSA activities, assists with basic financial planning analysis, creates illustrations, assists with investment team analysis, works directly with clients to complete client service issues, money movement, managed accounts and discretionary platform trading

Senior Paraplanner (6-18+ months)

Above duties plus completing and finalizing financial plans including core recommendations and implementation strategies, primary investment trader, conduct and assist with basic client service meetings

Team Member Roles



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Associate Advisor (18-36+ months)

Primary activities include assisting with and conducting client meetings, client service, development of strategies and implementation of financial plans, member of investment committee and review and analysis of assigned area, trading on all platforms and part of discretionary trading team. Assist Senior Financial Advisors with client service

Financial Advisor

Serving clients and growth of advisory practice through networking, marketing and referrals. Partner with Associate Advisors for client service assistance and provide mentoring to less experienced team members.

Senior Financial Advisor

Serving clients with a focus on growth of the advisory practices. Key resource and mentor for less experienced advisors and may partner with Associate Advisors for client service assistance.

Equity Partner

Is a partner and has equity in HWM. Has managerial responsibility, practice growth initiatives and new advisor development.

Hearthstone Wealth Management and Ameriprise Financial



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About Ameriprise

John Tappan founded Ameriprise Financial with a singular vision, to help ordinary Americans achieve their goals. Throughout our long history, we have remained committed to putting clients' needs first, always.

Over the years, we've helped millions of people invest billions of dollars for what's important to them. Today, Ameriprise Financial is a longstanding leader in financial planning and advice and has more than \$875 billion in assets under management and administration

Remaining true to Tappan's vision, our approximately 10,000 financial advisors work with clients one-to-one to deliver personalized financial advice to help them achieve their goals, today and tomorrow, through our Confident Retirement approach.



Thank You!

Please contact Walt Reep to find out more about this career opportunity.

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*We look forward to helping you open the door
to new opportunities!*