



(l to r) Fred Sweers, Shallon Weis, James Tausz, Marty Schimp



## Personalized Recommendations for Better Risk Management

**EVALUATING RISK IS ONLY THE FIRST STEP.**

By Sara Martin

When you visit a doctor, you share your entire medical history to ensure you receive the most personalized, accurate care. This same approach should be taken when you visit a financial advisor, says James Tausz, President of Bradford Financial Center.

“When we know your current financial status—including investments, retirement plans, insurance, and risk tolerance—we can then put an appropriate plan together to help get you where you want to go,” he says.

Since 1970, Bradford has since grown and diversified into a full-service financial planning firm in Iowa. “Each plan is addressing clients’ risk tolerance,” says Marty Schimp, CRPS®, Financial Advisor. “Everyone has a risk tolerance, and it’s important to manage that over time.”

### ALL ABOUT RISK

Noting that a reluctance to take on added risk typically comes with aging, Schimp

says the Bradford team is well-equipped to monitor and tend financial plans to ensure clients aren’t taking on more risk than they’re comfortable with.

“Some clients may consider long-term care to be a risk if they are fearful of losing their estate due to the costs of nursing home care. For those clients, we suggest long-term care insurance that provides the benefits they may need while reducing that risk factor\*,” he notes.

Other clients may worry about taxes, so Bradford Tax & Accounting Network offers in-house professional tax preparation and tax-savings strategies. For clients seeking to create a will, trusts, durable power of attorney for health care, and general durable power of attorney for financial matters, Bradford can discuss clients’ objectives and connect them with an estate lawyer.

Each client also completes a risk tolerance test at the beginning of the

relationship, rating their tolerance from zero to 100: “Zero means clients may prefer FDIC-insured CDs or savings accounts. Super-aggressive investors may rank near 100,” says Schimp. “A large segment of our clients rate around 40-60, seeking some growth with safety. We measure that tolerance against their portfolio to ensure everything is in line.

“Risk is inevitable in life, but there are ways to mitigate its effects. A good financial advisor should educate you on the options and offer new ideas that help you sleep at night.”



Bradford Financial Center is located at 215 North Main Street in Clarion, IA, and serves clients in 46 states. For more information, call 800-348-4419 or 515-532-6661 and visit [bradfordfinancialcenter.com](http://bradfordfinancialcenter.com).

Fred Sweers is located at 200 Moorehead Avenue in Ida Grove, IA. For more information, call 712-364-3140 or visit [fredsweers.com](http://fredsweers.com).

\*Material discussed is meant to provide general information and is not to be construed as a specific investment, tax, or legal advice. Securities offered through United Planners Financial Services, Member FINRA/SIPC. Advisory Services are offered through Bradford Financial Center, a Registered Investment Advisor. Insurance Services offered through Bradford Insurance. Tax and Accounting Services offered through Bradford Tax & Accounting Network. Bradford Financial Center, Bradford Insurance, and Bradford Tax & Accounting Network are not affiliated with United Planners. Neither Bradford Financial Center nor United Planners provide tax or legal advice.