

MAIN LINE'S FREDERICK HUBLER

TELL OUR READERS HOW YOU GOT STARTED IN THIS BUSINESS.

After I attained my MBA, I decided to leave the technology sector (Unisys and Computer Associates) and start a new office in Kimberton for a national brokerage firm. During the last days of my licensing and training 9/11 happened and my first day of being “official” was delayed until the markets opened after the terrorist attacks. At that time, I could have run back to working in I.T. but I was stubborn enough to stay in the financial services field and have never regretted my decision. I stayed with that firm for two hard years and decided if I was going to do this, I would do it my way. Frank Sinatra would be proud.

I started my own company in 2003, and built the firm from the client’s point of view. No product agendas, no sales quotas, and most importantly, I created a playbook of quality investments including alternative investments that were not offered by most national brokerage firms.

WHAT SURPRISED YOU ABOUT THE START- UP PROCESS?

The timing of starting a financial services company during the aftermath of 9/11 was





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surreal. The biggest surprise to me was when I realized most "experts" really don't know the answers. Because of this analysis I decide to think independently on how I should address the very real fears and needs of clients.

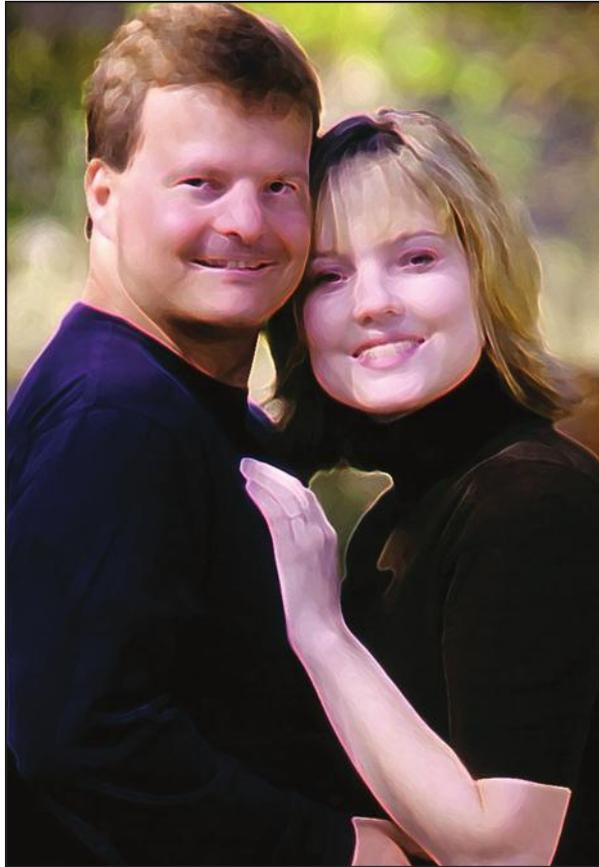
WHAT HAS BEEN THE BIGGEST CHALLENGE?

Many firms will accept anyone as a client, as long as they have money. I always felt it was not fair to either side if there was not a fit in style, goals, etc between the client and the advisor. The hardest part was staying honest to myself, especially in those early days, and only agreeing to work with clients who fit.

WHERE DO YOU THINK YOUR BUSINESS WILL BE IN 5 YEARS?

I wish I knew. I definitely see us growing. We've been recognized nationally by several magazines and news outlets based on our affiliation with the NFLPA Registered Player Financial Advisor program, as well as our focus on alternative investments for our clients. In 2012, we created an entire new business under the CCWMG umbrella. It was designed specifically for high net worth families who want one place to coordinate with all of their advisors. We call it the "Private Client Experience" and it is new for this area, but the concept of a family wealth office has been around for decades. It is limited to no more than 100 families and allows for a comprehensive, proactive, life changing relationship that most people could only wish for. It is designed for clients who have a desire to simplify their financial future, live a life on purpose and according to their values. The proprietary Private Client Experience consists of ongoing comprehensive analysis and recommendations by our team of third party subject matter experts.

Private Client Experience members want the kind of family office service usually reserved for those with a net worth of \$100 million or more. We are now making that service available to a larger range of high net worth individuals beginning with those whose net worth is two million and above.



HOW HAS THE ECONOMIC SLOW-DOWN AFFECTED YOU AND YOUR BUSINESS?

As the markets get more volatile, people find more value in what we do. I'm in an interesting field, where some people do for a hobby what my firm does professionally. No one does their own dentistry for fun, but many people enjoy trying to do their own retirement and investments. When the market gets choppy though, they seek experts rather than do it themselves. So actually, economic slowdowns affect our business model less than most other businesses. However, we typically are fee based, so if an asset has a reduction in value short term, our fees go down accordingly. I'm ok with that, it proves to our clients that we too have "skin in the game". They have to do well for us to do well.

WHERE IS THERE A BUSINESS OPPORTUNITY MOST BUSINESS LEADERS DON'T IMMEDIATELY SEE?

Change is constant. If businesses don't change with the times they run the risk of being stale and falling so far behind that they can't catch up. Just ask Polaroid, RIM, Channel Home stores etc. The business opportunity is "how can you change your business/client service model to be better than your competition?"

WHAT WAS THE BIGGEST TAKE AWAY FROM THE BUSINESS BUILDING PROCESS YOU CAN SHARE WITH OUR READERS?

Do it. Most of our largest clients are self-employed. The American dream is built on taking smart risks and succeeding. We all know that as an employee of a firm, you can do a great job and still be fired by the end of the day. If you are running your own company, you can only really be fired by your clients. If your clients are happy, your job is safe and that's the way it should be. For those who are executives for a larger company, my suggestion is "think and act like a small company". I would create "skunk works" within the larger corporation. I once read that Google spends money 70% on core services, 20% on improvements to core services and 10% to whatever else. Their future innovation will come from the 10% that is "whatever else". They are a big company that "acts small".