GREAT LAKES

WEALTH

WELCOME TO

GREAT LAKES WEALTH

We bridge the investing gap – proudly combining Wall Street solutions with Main Street values – and our clients are at the center of all we do! We offer goals-based financial planning, best-in-class asset management solutions and concierge-style client service. We turn the complicated into the simple and bring common-sense investing to a not-so-common-sense world.

A COMPREHENSIVE APPROACH

FOR ALL OF YOUR FINANCIAL LIFE

Your financial life encompasses far more than just your investments, it involves everything that money touches. At Great Lakes Wealth, our holistic approach addresses the essential financial matters you encounter along life's journey.

Our overarching objective is to help you manage and preserve your wealth, ultimately enjoy your retirement and financial independence, and build a legacy for your loved ones and the charitable causes you support.

AN OUTCOME-BASED APPROACH TO MANAGING YOUR ASSETS

We take a more dynamic, proactive approach to portfolio management – one that is conservative in nature and designed to deliver meaningful results while managing risk. At its core, our proprietary investment selection and management process actively rebalances the assets you hold to take advantage of market pricing anomalies or strong market sectors.

In our view, this can create short-term investment opportunities and reduce the amount of risk required to succeed – and helps ensure that your portfolio is tactically managed with you specifically in mind.

OUR PROCESS AND PROTOCOL FOR SERVING YOU

To build connected and meaningful relationships with our clients, we have developed a client experience model which is genuine and deliberate. Each client is assigned an entire team – and our service protocol enables us to schedule monthly phone calls with each client and commit to a 24-hour response to any needs or issues that arise. This proactive approach creates consistency, reduces investment chaos, and increases the opportunity for our client's success.

As a Great Lakes Wealth client, you can expect to receive regular updates on your financial plan, cash flow analysis and other elements important to your financial well-being. We offer account access online and through our mobile app – but prefer to use the telephone – where you can always expect an industry professional to personally assist you. You're never left to fend for yourself online or via an automated phone service.

OUR COMMITMENT

TO YOU

1. Act in your best interest
2. Follow a fiduciary standard of care
3. Deliver attentive, individualized service
4. Build customized, integrated investment strategies
5. Pursue your goals through strategic and tactical advice
6. Offer the expertise of a full team
7. Focus on professional advice, not on products
8. Practice full disclosure and seek transparent costs
9. Take advantage of academic research
10. Practice what we preach – to you, our firm and ourselves

CLIENTS WE SERVE INCLUDE:

AFFLUENT INDIVIDUALS AND FAMILIES | CORPORATE EXECUTIVES

BUSINESS OWNERS | CORPORATIONS | NOT-FOR-PROFIT INSTITUTIONS

A TOTAL TEAM

COLLABORATING ON YOUR BEHALF

At Great Lakes Wealth, you'll find a well-established team with decades of combined financial industry experience. Collaboration, teamwork and knowledge sharing are ingrained in our culture, enabling us to apply our collective strengths to the most important task at hand – helping you vigorously pursue the goals that are important to you.

GREAT LAKES WEALTH MANAGEMENT TEAM

DEWEY D. STEFFEN | *Managing Partner* | *Chief Executive Officer*

With more than 22 years of investment management experience, Dewey proudly serves as Chief Executive Officer of Great Lakes Wealth. In addition to advising the firm's clients, his main areas of focus include global wealth management solutions and overseeing the firm's proprietary investment model portfolios. As Great Lakes Wealth's lead portfolio manager, he advocates using both strategic and tactical investment techniques designed to potentially enhance returns and reduce risk. Along with Michael Hartman, Dewey co-chairs GLW's Investment Policy Committee. He is a graduate of the University of Michigan with a B.A. in economics, is an accredited Portfolio Manager, and holds Series 7, 65, 63 and 52 securities licenses. He is fully registered on all major exchanges and licensed in life, accident & health insurance and variable annuities. Dewey and his family currently reside in Farmington, Michigan.

MICHAEL P. HARTMAN | *Managing Partner* | *Chief Operating Officer*

With more than 19 years of investment management experience, Michael proudly serves as Chief Operating Officer of Great Lakes Wealth. While overseeing the day-to-day operations of Great Lakes Wealth, his main areas of investment focus are in asset allocation strategies and total portfolio management for the firm's clients. Along with Dewey Steffen, Michael co-chairs GLW's Investment Policy Committee. He attended Michigan State University, is an accredited Portfolio Manager and is fully registered on all major exchanges. He holds Series 7, 24, 63 and 65 securities licenses as well as licenses for life, accident & health insurance and variable annuities. Michael lives in Brownstown, Michigan, with his wife and three sons.

CARMELA E. EASTIN | *Director of Operations*

Carmela has more than 31 years of experience in the financial services industry and proudly serves as Director of Operations for Great Lakes Wealth. Amongst her many responsibilities, Carmela oversees the firm's high level of client service protocol and execution. In addition to handling the needs and requests of our clients, her responsibilities include executing all administrative and daily operational tasks, along with managing GLW's client service personnel. She holds Series 7, 8, 63 and 65 securities licenses and variable annuity insurance licenses. Carmela and her husband have been married for nearly 30 years and have one son.

COMMITTED TO

YOUR CONTINUED SUCCESS

Our commitment to you is reflected in everything we do – the connected relationships we build, the disciplined planning process we apply and the concierge-level of attentive service we provide. Let's explore the potential of working together.

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