# JERRY K. ASK

## INVESTMENT SERVICES


YOUR TRUSTED
FINANCIAL PARTNERS

# RETIREMENT INCOME PLANNING DESIGNED TO SPAN YOUR LIFETIME

That's what we — your trusted financial partners at Jerry K. Ask Investment Services — aim to provide for you and your family. We are here for you before and during retirement. We are here to help you find financial well-being and leave a lasting legacy.

Welcome.

For 40 years and counting, we have helped our hard-working, down-to-earth Midwestern neighbors plan for and enjoy retirement and helped assist in creating estates and legacies that benefit the people and causes that matter most to them.

We are a Forbes Best-In-State Wealth Management[1] team — for six straight years — with a heart for family financial planning. We are further strengthened by the capabilities of Raymond James, a leader in wealth management.

We understand families. We understand wanting to know that retirement dreams can be realized. We'll help you and yours get where you want to be … and we'll treat you like family every step of the way.

We look forward to helping turn your financial dreams into reality.

# OUR MISSION

Our mission is simple: to help you navigate and simplify your financial life and to help turn your financial dreams into reality. Personal finance doesn't have to be complicated, but it does have to be personal.

# ASK US ABOUT OUR PROCESS

How will we work together? What does the process look like? Our process is designed to learn who and what are most important so that we can then create a custom financial plan and wealth strategy designed to help you reach your financial goals. The process is continuous and will evolve as your situation or goals change.

### Discovery

We get to know you — your financial objectives for you, your family and your business, if you have one, and your larger life and legacy goals for right now and generations to come.

### Wealth Planning

Planning is the cornerstone of your financial success. That's why we lead with planning and devote time and resources toward this foundational element. We develop a wealth plan based on your goals, balance sheet, risk profile and situation.

### Implementation

We put your wealth plan into action. Implementation is dynamic and continuous as we review and adjust as needed.

### Ongoing Review

We keep a close eye on the markets and economy as well as your situation and your plan. We are proactive, recommending and implementing tactical shifts as needed.

## OUR SERVICES

With all the investment products and services available, making choices may seem overwhelming to many investors. You can count on your financial partners at Jerry K. Ask Investment Services to clearly explain the various types of investments and why they are recommended for your particular situation. We're here to remove complexity and uncertainty from your financial life.

We are prepared to assist you with a broad selection of financial products and services including:

- Retirement income planning
- Portfolio management
- 401(k) and IRA rollovers
- Tax-efficient strategies
- Business planning
- Estate planning
- Generational wealth planning
- Philanthropic giving
- Wealth and investment planning for non-profits and endowments

# OUR TEAM: FINANCIAL PARTNERS YOU CAN RELY ON

It's our honor to help you navigate your financial life, grow your wealth, protect what matters most and create lasting legacies.

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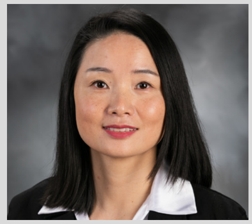

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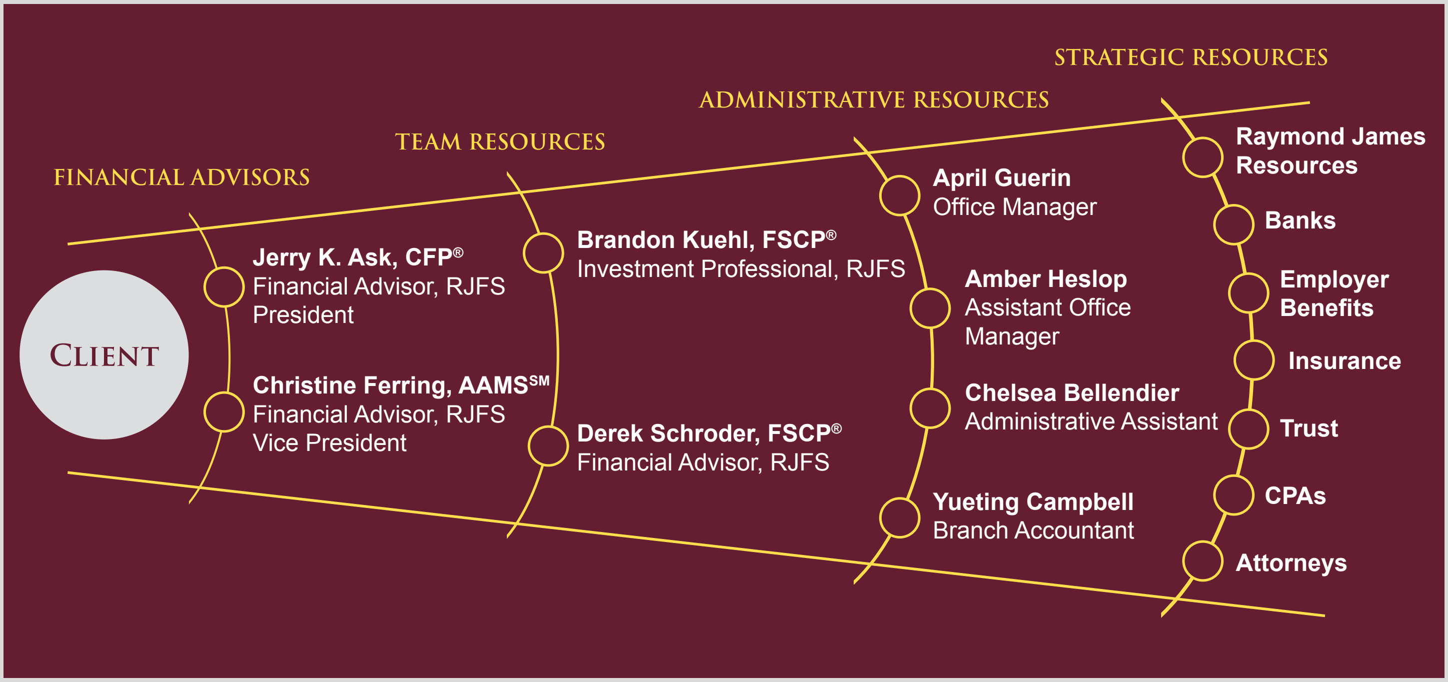

# CREDENTIALED TO BETTER SERVE YOU

We have invested time to earn top industry credentials so that we may better serve you and because we value the high standards and ethical qualities that these designations represent.

### CERTIFIED FINANCIAL PLANNER® (CFP®)

The Certified Financial Planner (CFP) certification is widely considered the gold standard for financial planning professionals. It is granted by the Certified Financial Planner Board of Standards.

**What it means to you:**
*We understand a broad spectrum of financial concerns and can help build plans to address them.*

### ACCREDITED ASSET MANAGEMENT SPECIALIST℠ (AAMS)

The Accredited Asset Management Specialist℠, awarded by the College for Financial Planning, recognizes financial professionals who have undertaken advanced studies focused on asset and wealth management.

**What it means to you:**
*We have the tools and capabilities to incorporate skillful asset management into clients' financial plans.*

### FINANCIAL SERVICES CERTIFIED PROFESSIONAL® (FSCP)

The Financial Services Certified Professional (FSCP) designation is awarded by The American College of Financial Services following advanced coursework and an exam.

**What it means to you:**
*We know how to run a financial services practice in a professional and ethical manner.*

# AWARDS AND RECOGNITION

### Forbes Best-In-State Wealth Advisors, 2018-2024[1]

### Barron's America's Top 1200 Financial Advisors, 2020, 2021[2]

### Financial Times 400 Top Financial Advisers, 2020[3]

## BACKED BY A LEADER IN WEALTH MANAGEMENT

# About Raymond James

- Founded in 1962, public since 1983
- Approximately $1.56 trillion in client assets
- RJF shareholders' equity of $11.8 billion
- More than 2x required regulatory capital
- 148 quarters of consecutive profitability*
- Approximately 8,800 financial advisors
- Equity research coverage of more than 1,200 companies

*Source: https://www.raymondjames.com/about-us/by-the-numbers*

**Past performance is not indicative of future results. The information provide is for informational purposes only and is not a solicitation to buy or sell Raymond James Financial Stock.*

The Forbes Best-In-State Wealth Advisors 2024 ranking, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. This ranking is based upon the period from 6/30/2022 to 6/30/2023 and was released on 4/3/2024. Those advisors that are considered have a minimum of seven years of experience, and the algorithm weighs factors like revenue trends, assets under management, compliance records, industry experience and those that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Out of approximately 44,990 nominations, roughly 8,500 advisors received the award. This ranking is not indicative of an advisor's future performance, is not an endorsement, and may not be representative of individual clients' experience. Neither Raymond James nor any of its Financial Advisors or RIA firms pay a fee in exchange for obtaining this award/rating. Compensation provided for using the rating. Raymond James is not affiliated with Forbes or Shook Research, LLC. Please visit https://www.forbes.com/best-in-state-wealth-advisors for more info. Barron's Top 1,200 Financial Advisors, March 2021. Barron's is a registered trademark of Dow Jones & Company, L.P. All rights reserved. The rankings are based on data provided by over 5,000 individual advisors and their firms and include qualitative and quantitative criteria. Factors included in the rankings: assets under management, revenue produced for the firm, regulatory record, quality of practice and philanthropic work. Investment performance is not an explicit component because not all advisors have audited results and because performance figures often are influenced more by clients' risk tolerance than by an advisor's investment picking abilities. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of advisor's future performance. Neither Raymond James nor any of its financial advisors pay a fee in exchange for this award/rating. Barron's is not affiliated with Raymond James. The Financial Times 400 Top Financial Advisors is an independent listing produced annually by Ignites Research, a division of Money-Media, Inc., on behalf of the Financial Times (April 2020). To qualify for the list, advisers had to have 10 years of experience and at least $300 million in assets under management (AUM) and no more than 60% of the AUM with institutional clients. The FT reaches out to some of the largest brokerages in the U.S. and asks them to provide a list of advisors who meet the minimum criteria outlined above. These advisors are then invited to apply for the ranking. Only advisors who submit an online application can be considered for the ranking. In 2020, roughly 1,040 applications were received and 400 were selected to the final list (38.5%). The 400 qualified advisers were then scored on six attributes: AUM, AUM growth rate, compliance record, years of experience, industry certifications, and online accessibility. AUM is the top factor, accounting for roughly 60-70 percent of the applicant's score. Additionally, to provide a diversity of advisors, the FT placed a cap on the number of advisors from any one state that's roughly correlated to the distribution of millionaires across the U.S. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of advisor's future performance. Neither Raymond James nor any of its Financial Advisors pay a fee in exchange for this award/rating. The FT, Ignite Research, and Money-Media, Inc. are not affiliated with Raymond James.