



Econ Wealth
Management

◆ A CLEAR IMPACT

Clearly Connected

AUTHENTIC SUIT-ABILITY

Brian Zellers

Authenticity.

It's one of my favorite words in the English language. It's also how I try to live my life and raise my own children, Kaylee and Brady. I want them to be authentic, as I make every effort to be. Real. Genuine. Certainly never phony. The typical person with enough life experience will sniff out phoniness quicker than when my 1 year old West Highland Terrier, Griffey (Jr., not Sr.), smells me open his bag of salmon bite treats!



"Ok, Zellers, get to the point."

Here it is. In my past life, I was a teacher and a baseball coach with simple goals. Ok, ok, I'm still a coach and always will be. It's in my blood.

MY SIMPLE GOALS :

- Be authentic– stick to my ideals, and be real
- Give players and students a positive experience

So how did I do it?

- Self - evaluation / being honest with myself
- Vulnerability – comfortable being able to admit fault or that "I don't know."
- Demonstrating genuine care

It didn't always work out, but it didn't stop me from trying.

These qualities take concentrated effort and serious practice. They require higher level thinking. But that's who I am. And that allows me to grow as a father, husband, friend, and professional.

Now that my journey has brought me to Econ Wealth, my goals and ideals have not changed one bit. In fact, they are even more focused on honesty, integrity, and most importantly, authenticity. The greatest part is, these are right in line with what Econ Wealth has always stood for.

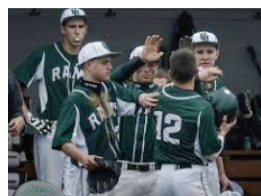
We want to make a **CLEAR IMPACT** on our team of clients.

We want our clients to experience nothing but positivity in their lifetime with Econ Wealth.

How? Everything we do will demonstrate our -

- **Integrity** – we know our ideals and stick to them
- **Honesty** – you will only hear what we truly believe is in your best interest
- **Transparency** – you'll never have to guess what we are thinking
- **Care** – Our relationship with you matters

We are, after all, a team, chasing the same goals and successes;



integrity, growth, impact, clarity. In order to be a team, we need to be comfortable with each other. If we all feel like we are on the same level, everyone will be comfortable. We want to create an undeniable feeling that we are completely suitable as your advisors.

Now here's the irony. Suitability, for us, involves knowing, not only who our family of clients are, but who we are.

Although suits may be a standard in an industry filled with lack of trust, we have felt that our trust is built by being who we are....Steve and I coached the Linglestown Juggernauts together. That is how we met....we are not always in our maximum comfort zone to perform our best if you find us in a suit every day. Thus, suits are important. But don't be surprised if the authenticity of who we are has us in a ball cap or sweatshirt if you stop by the office.



"Finally! Took long enough to get here."

It's AUTHENTIC. It's US.

At Econ Wealth, we want to be us and we want our clients to genuinely know who we are, and to be comfortable. That level of comfort creates a more positive atmosphere.

With a positive environment, where everyone is comfortable, we can all grow together. As a TEAM!

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