Botkin Family Wealth Management Dumps Wall Street for Main Street

BY MARK BERTON

A father-daughter-son team of financial advisors has left one of the largest brokerage firms on Wall Street to establish an independent financial services firm right next door in Peters Township.

Botkin Family Wealth Management opened its doors in March after founders Les Botkin and his children Sara and Lester Botkin left Morgan Stanley in Upper St. Clair to set up their own shop. "We're a family and a team," says Sara, president of the firm and a CERTIFIED FINANCIAL PLANNER™ professional. "Our clients like knowing that they have access to all three of us and that there's a continuation plan in place." Adds Les, Chief Executive Officer and also a CERTIFIED FINANCIAL PLANNER™, "Independence gives us the freedom to focus on what we do best: retirement planning and investment management, without any pressure to offer a particular product."

Botkin Family Wealth Management is a fee-based firm with no proprietary products. "We begin each client relationship with a meeting during which we discuss your current situation and what you'd like to accomplish," says Lester, the firm's Chief Investment Officer. "Then we set to work creating a comprehensive, personalized financial plan that details specific recommendations for achieving those goals." The firm is unique in that it does not charge a fee for the initial plan. "It's a way for us to get to know a prospective client and for the prospective client to get a clear idea of what it would be like to work together," continues Lester.

Botkin Family Wealth Management delivers a boutique experience with concierge-level service. "We wanted to create a firm that makes a strong impression from the moment you step into our offices," says Les. Indeed, the building which formerly housed Delightfully Different, an upscale gift shop, is richly appointed with its soaring open foyer, elegant leather couches, stone fireplace and beautiful conference room behind beveled glass doors. But for all its splendor, it exudes hominess: the entryway houses an enticing candy counter under a photo of the Botkin grandchildren and there is even a putting green upstairs. "Our mom takes care of our children two days a week," smiles Sara. "They sure love it when she drops them off here at the end of the day."

Beyond presenting an attractive aesthetic, the Botkins are committed to proactive service, initiating annual in-person review meetings to update clients on the progress of their portfolios and to discuss any changes in their personal goals. "Ongoing communication is the key to a successful relationship with your financial advisor," says Lester. "We stay aware of our clients' changing circumstances, provide counsel through difficult times in the market, and make sure our investment strategy remains appropriate." Clients receive personal quarterly check-in calls and invitations to educational events throughout the year. "We host bi-monthly lunch-n-learns at our office and periodic dinner events around town on topics we think would be of interest to the community – everything from healthy eating to talking to your kids about money to tax and estate planning," says Sara. One of the team's most-loved events is the bi-annual client appreciation party held at Les's Peters Township home.

Botkin Family Wealth Management is able to provide this elite level of service by selectively taking on new clients. The firm generally works with investors with assets of $500,000 or more. Many of the firm's events, however, are open to all. "We want to be a positive force in our community," says Les.

For more information about Botkin Family Wealth Management or to register to attend an upcoming workshop, visit their website at www.botkinfamilywealth.com where you can find a complete listing of all the services they offer, or call 724.941.1737. Botkin Family Wealth Management is located at 2948 Washington Road in McMurray.

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