

The Power of Planning

By working towards specific, long-term retirement goals, Park Avenue Capital helps clients avoid the day-to-day stress of investing.

“Everyone knows somebody with strong opinions about how other people should invest their money for retirement,” says Benjamin P. Feldman, CFP®, wealth management advisor at Park Avenue Capital, an affiliate of Northwestern Mutual. “However, working with a team of qualified and experienced professionals increases the probability of meeting financial objectives.”

Recognized by *Forbes* as Best-In-State Wealth Advisors and Top Financial Security Professionals, Park Avenue Capital specializes in services for high net worth individuals with around \$5 million in investable assets. While from a wide variety of backgrounds and industries, their clients all share something in common: They’re hardworking, executive-level professionals moving towards retirement.

“Most high net worth clients are busy and compartmentalize financial decisions,” says Peter Tiboris, CFP®, ChFC®, CAP®, MSFS, MBA. “As they make decisions over a lifetime, compartmentalization can create suboptimal results. Our team helps create value through establishing connectivity between financial objectives and strategy implementation.”

“We always look at our clients as if they are working two jobs,” Feldman adds. “That second job is about setting up the life they want after they leave their careers. Those goals are different for every client, as is their retirement timeline. We help them meet their goals in the most tax-efficient way possible.”

For Park Avenue Capital, this means creating comprehensive plans specifically for individual investors. The team first determines what the client is trying to accomplish with their investments, then establishes a timeline for meeting those goals because, as Feldman notes, retiring on \$5,000 a month in Florida requires a very different plan than retiring on \$40,000 a month in New York City.

“We create these plans to be living, breathing documents,” he says. “As our clients’ lives and goals change over time, their plans



Benjamin P.
Feldman



Peter
Tiboris

and investment amounts need to respond accordingly.”

Planning for Changing Market Conditions

“Experience matters in this industry,” Feldman says. “Having experienced the market crash in 2008, we’ve known that this amazing bull run of the last few years wasn’t sustainable. We’ve been preparing our clients for the possibility of a market downturn for years, and we’ve updated them as conditions have changed.”

Feldman and Tiboris note that a client’s financial plan needs to anticipate market volatility in order to capture the potential long-term advances in the market. Those nearing retirement should have adequate conservative resources to weather an economic storm. While investing is always emotional, a thoughtful plan can go a long way to manage anxiety during an inevitable market downturn.

“Most of the industry is portfolio first. A portfolio without a comprehensive plan supporting it has the potential to be a transformative mistake,” Tiboris says. “Our competitive advantage is a financial planning-first philosophy.”

“We’re not managing robots’ money. We are managing peoples’ money,” Feldman concludes. “I always tell clients, ‘I work for today’s you, but I answer to future you.’ Today’s losses are real, but what really matters is how those investments look 10 to 20 years from now.”



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