

Top 10 Best Financial Advisors in Wisconsin | 2017 Ranking | Top Wisconsin Wealth Managers

2017 RANKING & REVIEWS TOP RANKING FINANCIAL ADVISORS IN WISCONSIN

Finding Top Financial Advisors in Milwaukee, Pewaukee, Waukesha, Cedarburg, and Mequon, Wisconsin

Whether you have already entered retirement or are just starting to think about it, having a good Wisconsin financial advisor by your side can be the difference between comfort and discomfort.

The question is who are the best financial advisors in Milwaukee, Pewaukee, Waukesha, Cedarburg, and Mequon, Wisconsin?

The sheer number of financial advisors in Milwaukee and its surrounding areas makes choosing one a difficult task. By developing a clear idea of the services you are looking for and conducting thorough research, the answers to the following questions will soon become clear:

- Where can I find the best financial planning, wealth management, and asset management services in Wisconsin?
- Where should I go if I am looking for additional services like estate planning, tax management, and risk management?
- What types of fees do financial planners in Milwaukee charge, and which Wisconsin investment advisor is best for me?

While the final decision rests in your hands, we have compiled a list of the top financial advisors in Milwaukee, Pewaukee, Waukesha, Cedarburg, and Mequon, Wisconsin to help give you a jumpstart on your way to financial success.



Award Emblem: Best 10 Financial Advisors in Wisconsin

AdvisoryHQ's List of the Top 10 Best Financial Advisors in Milwaukee and Surrounding Areas

List is sorted alphabetically (click any of the names below to go directly to the detailed review section for that advisor)

- [Annex Wealth Management](#)
- [Ellenbecker Investment Group](#)
- [Financial Service Group Inc.](#)
- [Investors Advisory Group \(IAG\)](#)
- [Landaas & Company](#)
- [Marietta Investment Partners](#)
- [McCarthy Grittinger Financial Group](#)
- [NorthStar Asset Management](#)

- [PJS Investment Management](#)
- [Spectrum Investment Advisors](#)

Top 10 Financial Advisors in Wisconsin (Milwaukee, Pewaukee, Waukesha, Cedarburg, and Mequon) | Brief Comparison

Firm	Highlighted Features
Annex Wealth Management	Client Workshops
Ellenbecker Investment Group	Women & Investing
Financial Service Group Inc.	Fee-Only Financial Planning
Investors Advisory Group (IAG)	Portfolio GPS
Landaas & Company	Academic Investment Strategy
Marietta Investment Partners	Market Blog
McCarthy Grittinger Financial Group	e-Newsletter
North Star Asset Management	Long term focus
PJS Investment Management	Clear wealth management philosophy
Spectrum Investment Advisors	Spectrum Investor® Fund Monitoring Scorecard™

Table: Top 10 Best Financial Advisors in Wisconsin | Above list is sorted alphabetically

AdvisoryHQ's Selection Methodology

What methodology does AdvisoryHQ use in selecting and finalizing the credit cards, financial products, firms, services and products that are ranked on its various top rated lists?

Please click here “[AdvisoryHQ's Ranking Methodologies](#)” for a detailed review of AdvisoryHQ’s selection methodologies for ranking top rated credit cards, financial accounts, firms, products, and services.

Detailed Review – Top Ranking Best Wealth Management Firms in Wisconsin

Below, please find the detailed review of each firm on our list of best wealth management firms in Wisconsin. We have highlighted some of the factors that allowed these Wisconsin financial advisors to score so high in our selection ranking.

See Also: [Best Financial Advisors in Philadelphia, PA | Ranking | Greater Philadelphia Area Wealth Managers](#)

Annex Wealth Management Review

Since its beginnings in 2000, [Annex Wealth Management](#) has been focused on listening to its clients and giving them independent guidance on how to manage their wealth.

With its commitment to its clients and its experienced team, Annex Wealth Management has been gaining attention as one of the best wealth management firms in Milwaukee. They have a [number of Wisconsin locations](#), including one in Mequon.

Annex’s emphasis on personalized interaction and use of cutting-edge technology to create custom-tailored strategies for its clients make it an attractive source for financial advisory services.

Annex is a fee-based wealth management firm. That said, they do [indicate](#) that they take no commissions and act as a fiduciary for their clients.

They are also [independent](#). This means that they do not manufacture investment products or sell proprietary mutual funds that would constitute a potential conflict of interest.

Key Factors That Enabled This Firm to Rank as a Top Wealth Management Firm in Wisconsin

Experienced Team

The Annex Wealth Management team is truly enormous. Their entire organization boasts a team of over fifty. The [Mequon team](#) of this wealth management firm in Wisconsin includes three Chartered Financial Planners and one Chartered Financial Analyst. These Wisconsin financial planners also come from diverse backgrounds in providing this firm with professionals skilled in marketing, law, and client relations in addition to their financial expertise.

The number of experienced professionals working together in a single team and for the organization as a whole gives Annex Wealth Management a definite edge over its competitors.

Client Education and Events

Annex Wealth Management's commitment to transparency is evident in its dedication to educating and connecting with its clients. Every Saturday, the firm's executive team [hosts a radio show](#) called *Money Talk* where it discusses the complexities of money management.

This Wisconsin wealth management firm also hosts another show called *The Annex Wealth Management Investment Show*, in which it provides viewers with a variety of investment options.

Additionally, workshops hosted in the Annex Wealth Management office help clients gain an even clearer picture of the asset management landscape. Past workshops include A Workout for Better Wealth, Health & Self and Financial Wealth, Health & Well-Being for Women.

Large Size

There are benefits and drawbacks to working with either large or small firms. The large size of Annex Wealth Management provides clients with multiple benefits, including low-cost and well-known custodians as well as years of expertise and resources not found in smaller firms.

Ellenbecker Investment Group Review

Based out of Pewaukee, Wisconsin, [Ellenbecker Investment Group](#) (EIG) has a single goal: to help its clients achieve optimal lives by providing some of the best financial planning services around.

Clients of this wealth management firm in Wisconsin include families, businesses, individuals, and charitable foundations.

Since 1996, Ellenbecker Investment Group has operated on a [fee-based](#) structure. We have included it on our list of wealth management firms in Wisconsin because of the services it provides and due to its statement that it maintains transparency about its fees.

These fees are disclosed before clients enter into a relationship with their Wisconsin financial advisors.



Key Factors That Enabled This Firm to Rank as a Top Wealth Management Firm in Wisconsin

Code of Ethics

Ellenbecker Investment Group's [Code of Ethics](#) can give potential clients peace of mind when it comes to this Wisconsin wealth management firm's fulfillment of its fiduciary duties. The guidelines that the firm follows can be summarized with the following key words: competence, integrity, objectivity, confidentiality, and diligence.

Competence: The firm aims to obtain and maintain an optimal level of skills and knowledge so that it can guide clients with the highest level of confidence.

Integrity: Ellenbecker Investment Group is aware of its position of trust with its clients; therefore, it promises to execute all practices with the utmost level of integrity.

Objectivity: Good investors are objective investors. Ellenbecker Investment Group carries out its responsibility to disclose all facts and fees so that clients will have all of the information that they need to make objective and informed decisions.

All communication between firm and client is honest, clear, and purposeful.

Confidentiality: As per the above value of integrity, all client information is kept confidential at all times.

Diligence: Finally, Ellenbecker Investment Group aims to provide its services in a thorough manner with constant attention to its responsibilities and commitments.

Women and Investing

A unique and potentially attractive aspect of this wealth management firm in Wisconsin is the fact that the office is designed to create an environment where female clients can feel comfortable discussing and managing their financial lives. In fact, nearly the entire firm is made up of women, with only a couple of men on the team.

The women-owned and run wealth management firm in Wisconsin is dedicated to empowering women to take control of their financial well-being and succeed in life.

People-Focused Process

The core of Ellenbecker Investment Group's process is in understanding its clients as individuals. As part of its financial planning strategy, Ellenbecker's Wisconsin financial advisors promise to take as much time as needed to get to know the people it is working with. This ensures that each and every client receives a strategy that covers all of the bases.

This people-focused process has helped this Wisconsin wealth management firm maintain deep relationships with many of its clients for over two decades.

The process starts with a [complimentary consultation](#) with one of their financial advisors in Wisconsin during which the situation, circumstances, needs, and goals are discussed. Fees and other details are also made clear during this meeting.

Everything discussed is confidential, establishing the basis for a long-term, trust-based relationship.

If the potential client feels that this Wisconsin wealth management firm is a fit for him or her, then a schedule will be created that includes quarterly and yearly reviews.

Client Connection and Resource Center

Finally, Ellenbecker Investment Group has a [variety of resources](#) which signifies a commitment to and investment in its clients' overall financial education and well-being.

The firm's *Money Sense* radio show and Weekly Market Update help clients stay in the loop. Additionally, Ellenbecker Investment Group offers a variety of events which are highly relevant to modern-day financial health.

The existence of such resources and events denotes a high level of involvement between this Wisconsin wealth management firm and its clients, which can be very attractive to those who would like to have a hand in the management of their wealth.

[Don't Miss: Best Financial Advisors in Cincinnati, OH | Ranking | Cincinnati Wealth Managers](#)

Financial Service Group Inc. Review

[Financial Service Group Inc.](#) is a wealth management firm in Wisconsin that offers retirement, tax, estate, career, investment, and wealth planning. The only permanent thing is change, and these Wisconsin financial planners understand this. They help their clients plan around life events and new circumstances.

Financial Services Group is a [fee-only](#) wealth management firm in Wisconsin.

Key Factors That Enabled This Firm to Rank as a Top Wealth Management Firm in Wisconsin

Fee-Only Financial Planning

Comprehensive financial planning consists of a lot of different parts. A great Wisconsin financial planner can help you bring all those components together (tax planning, investments, insurance) into a financial plan that is greater than the sum of its parts.

The difficulty lies in determining the necessity of each of those parts. Is your Wisconsin financial advisor recommending those mutual funds because they are the firm's proprietary funds or because they will actually work with your risk tolerance? Are those insurance products they are recommending actually an investment or do they stand to gain a commission?

With questions like this, it can be hard to sit back and trust your wealth management firm in Wisconsin to act in your best interests.

To quell any concerns in this regard, Financial Service Group Inc. offers [fee-only](#) financial planning. This means that their compensation is determined on a fixed rate, not as a portion of their sales or as a reward for pushing certain products.

As a result, their income is based on the satisfaction of their clients who will hopefully continue working with them and recommend them to others. Logically, this makes your financial success a priority for this top Wisconsin wealth management firm.

They build the relationship by breaking down the client's journey with the [following steps](#).

The Beginning - Getting The Relationship Started

- Finding your fit
- Discover & goal setting meeting
- Alignment meetings (to ensure your money is working in conjunction with your life)
- Implementation

The Middle - Living Your Great Life

- Review meetings
- Tax advice & preparation
- Investment management
- As needed meetings
- Referral partners

The End - When It's Time to Part Ways

- End of the relationship (smooth transition planning if you choose to end your relationship with Financial Service Group)
- Death
- Estate distribution to heirs
- Financial decisions of your heirs (if they choose to use the services of the firm)

A Free Consultation

Ideally, you want to know that you're working with the right people before you fork over any money. Top firms want you to be comfortable, too. That's why this top wealth management firm in Wisconsin offers a [free consultation](#). They offer a no-commitment, free consultation with one of their Wisconsin financial advisors to help you overcome the initial apprehension associated with hiring a wealth management firm, especially if this is your first time.

Customers simply [fill out the form on their website](#) and wait for a representative from Financial Service Group to get back to them with a time.

Client Center and Educational Resources

Financial Service Group offers a user-friendly [Client Center](#) for both administrative and educational purposes. Clients can access their investment accounts by visiting this page.

Clients of this top wealth management firm in Wisconsin can also access educational resources. These include scheduled workshops, a newsletter, and access to information about the FSG Referral Partner Program.

Investors Advisory Group Review

Established in 1985, [Investors Advisory Group](#) (IAG) is devoted to helping its clients make effective wealth management decisions.

Operating on an independent, fee-based structure, IAG's clients include a blend of professionals, families, retirees, multi-generational families, and business owners.

This Wisconsin wealth management firm prides itself on the fact that much of the company's growth has been through referrals. The client appreciation social events that the company hosts shows a business that is interested in forming long and lasting relationships with the people it works for.

Key Factors That Enabled This Firm to Rank as a Top Wealth Management Firm in Wisconsin

Fiduciary Duty

Investors Advisory Group acts in a fiduciary capacity. Fiduciary duty requires them by law to put their clients' interests ahead of their own.

Here is a statement from Investors Advisory Group that encompasses the foundation upon which the firm is built:

“Doing things that are in the best interest of our clients is at the heart of how Investors Advisory Group (IAG) provides objective financial investment advice. We don't make “cookie cutter” recommendations that serve the general population. We truly believe in

the importance of an advisor seeing things from each client's perspective and customizing a plan that has both your long- and short-term goals in mind."

In addition, the firm's team of Wisconsin financial advisors commit themselves to staying current with financial trends, products, and practices, which helps them to make responsible decisions about their clients' investments.

Portfolio GPS

Every client's needs will vary. There are different goals, incomes, and risk tolerances to consider. Investors Advisory Group offers a proprietary tool called Portfolio GPS that assists your Wisconsin financial planner with choosing which strategy to implement for your investments.

This proprietary tool helps your Wisconsin financial advisor ensure that your investment risk is in line with your goals and time horizon. This tool also establishes a framework within which clients can understand their [investment planning process](#).

1. Set Your Destination

- Determine portfolio objectives and risk guidelines

2. Enter the Financial Coordinates

- Analyze current investment portfolio
- Develop strategic and tactical asset allocation strategy
- Construct investment portfolio

3. Chart Your Course

- Assess macro- and micro- economic trends and outlook for global capital markets
- Conduct rigorous due diligence, using institutional quality analytics

4. Navigate To Your Destination

- Evaluate progress of portfolio and recommend adjustments in accordance with GPS
- Real-time monitoring of "Green Zone" progress

Holistic Wealth Management

One of the founding principles of Investors Advisory Group is its integration of every factor of its clients' financial lives into its comprehensive wealth strategies. This includes legacy and estate planning.

In order to prioritize an individual or family's primary goals, this Wisconsin wealth management firm focuses on the most pressing and relevant financial categories first. The aim is to create a plan that puts clients on the path to realizing their aspirations.

The IAG Holistic Approach to Wealth Management Includes:



While developing this plan, one of the firm's financial advisors in Wisconsin will walk clients through a detailed process which will develop complete confidence in future financial actions. Once goals are established, strategies are formed to help clients make the most of their financial planning sessions.

Investors Advisory Group's team has over 200 years of combined wealth management and financial planning experience which they use to their clients' advantage. Additionally, the team works in conjunction with accounting and legal professionals when needed.

Education & Communication

Just because you are paying someone to help you manage your money, doesn't mean you want to be completely ignorant about what is going on. This wealth

management firm in Wisconsin offers several opportunities and resources for its clients to become educated about money.

Throughout the year, this Wisconsin wealth management firm holds what it calls "Power Break" seminars. These hour-long seminars are an opportunity for clients to learn more about what is happening with the economy and the markets, in addition to hearing about other relevant topics, in an informal, educational environment.

[Related: Best Financial Advisors in Charlotte & Asheville, NC | Ranking | Top Wealth Managers](#)

Landaas & Company Review

Advising and managing over [\\$2 billion](#) on behalf of thousands of clients, [Landaas & Company](#) makes it on this list of top financial planners in Wisconsin due to its far-reaching experience in the markets and commitment to fulfilling the objectives and needs of individual investors.

Landaas & Company's independent status assures clients that no interest is placed above their financial goals and life dreams. Additionally, the firm's community involvement, pledge to employee satisfaction, and clear track record create the image of a firm that is reliable and ethically conscious.

Landaas & Company is a fee-based wealth management firm in Wisconsin.

Key Factors That Enabled This Firm to Rank as a Top Wealth Management Firm in Wisconsin

Academic Approach

Landaas & Company is a Wisconsin wealth management firm that employs an academic approach on behalf of its clients to create balanced and customized portfolios. These portfolios include everything from mutual funds to stocks, bonds, and other assets that are both domestic and international.

The vehicles recommended by this Wisconsin wealth management firm are funds with steady performance and that are managed by proven professionals.

Using the team's expertise and experience in finance and economics, Landaas & Company provides its clients with portfolios designed for lower risk and consistency in performance. These portfolios are continuously monitored to ensure that client goals and expectations are being met.

The motto for Landaas & Company's investment strategy is "steady wins the race".

Simple New Client Process

In addition to its academic approach, another great thing about Landaas & Company is that the firm makes it easy to get started. The new client process consists of a [few simple steps](#).

- Give the company a call or an email indicating that you would like to know more about its services.
- Meet with an advisor at a free consultation. During this meeting, the advisor will develop a comprehensive view of who you are as well as what you want and need.
- Attend follow-up meetings to clear up any lingering questions and complete paperwork.
- Maintain a long and profitable relationship during which the firm will continue to check up on your understanding of investments, your risk tolerance, and a variety of other factors which will help Landaas & Company develop your very own financial roadmap.

Client Tools and Education

Few firms invest as much in client education as Landaas & Company. The [Money Talk](#) page is a culmination of over 35 years of public education and outreach initiated by Bob Landaas, the president of the company.

Money Talk with Bob Landaas is an audio webcast occurring weekly in which the latest economic trends and financial news are discussed by members of this team of financial planners in Wisconsin. Videos, articles, and other features provide additional information.

Marietta Review

Founded in 2000, [Marietta](#) prides itself on being an independent investment advisor. Its focus on individual attention to client needs, and team-based strategies are what makes it one of the top Milwaukee financial advisors.

Marietta's clients include individuals, families, and institutional clients. The firm's expert team provides personalized service to each client, looking out for the client's best interests, and delivering proven results by helping clients build their wealth.

The company's individual focus and collaborative point of view is what puts it on this list of top financial advisors in Milwaukee.

It is important to note that this is a fee-based wealth management firm in Wisconsin, but we have included them on this list for their range of services and knowledgeable team.

Key Factors That Enabled This Firm to Rank as a Top Wealth Management Firm in Wisconsin

Customized Solutions

Marietta custom-designs its investment programs after careful examination of its clients' goals and circumstances. A large variety of factors are taken into account, with an individual's investment timeline being just one of them.

Marietta's Wisconsin financial advisors strive to create the best portfolios through a select number of securities.

Focused Approach

Marietta provides its services to clients with a variety of different financial goals (growth of wealth, production of income, preservation of capital, etc.) however, its approach is the same.

They provide individualized attention and service, understand each client, and help the client reach their investment objectives while reducing risk.

Experience-Driven Strategy

Marietta's equity investment philosophy includes the following principles:

- Design and manage an investment portfolio that is in line with your goals and risk tolerance
- Consider your individual risk horizon
- Invest in a select number of securities instead of haphazardly investing in any ETFs and mutual funds
- Take a global approach to equity in investing

Team-Based Support

Marietta portfolio managers work closely with their clients who are also supported by a team of administrators and analysts. This team-centered approach allows for maximum communication between clients and the firm.

Market Blog

This Wisconsin wealth management firm curates its own market blog, which is accessible to clients and non-clients, and provides information on the markets in addition to news that can affect the markets like the recent presidential election. It's a great educational resource that underscores the firm's commitment to client-oriented service.

Popular Article: [Top Financial Advisors in Tampa & St. Petersburg, FL | Ranking | Tampa & St. Petersburg Wealth Managers](#)

McCarthy Grittinger Financial Group Review

Founded in 1995, [McCarthy Grittinger Financial Group](#) has grown to become one of the top [fee-only](#) investment advisory and financial planners in Milwaukee and in all of southeastern Wisconsin.

This Wisconsin wealth management firm provides independent financial planning and investment advisory services for a variety of individuals and

families. Other services include counsel about estate planning, tax, retirement, and insurance.

Key Factors That Enabled This Firm to Rank as a Top Wealth Management Firm in Wisconsin

Wide Range of Expertise

McCarthy Grittinger Financial Group offers a wide range of services:

- Investment supervision
- Market analysis
- Financial planning
- Tax planning
- Estate planning
- Retirement planning
- Portfolio management
- Educational advice
- Informational seminars
- Investment supervision

The Wisconsin wealth management firm's financial planning approach is holistic, taking into account matters beyond investments. Tax and estate are other areas where McCarthy Grittinger advisors offer professional advice.

Focus on Trust

McCarthy Grittinger Financial Group aims to build long-term personal relationships with its clients. A large part of this relationship is built on trust. The firm emphasizes its belief in integrity as well as the importance it places on its fiduciary responsibilities.

The fee-only status of the firm helps support their firm's commitment to honest client-firm relationships as does its transparent investment strategy.

The firm clearly states that it customizes investment portfolios using the following investment options: mutual funds, ETFs, U.S. Treasury securities, and its own select set of hand-chosen investment options. McCarthy Grittinger does not use illiquid securities or private placements.

Commitment to Communication

In keeping with the firm's motto of improving its clients' financial security, McCarthy Grittinger is committed to keeping its clients educated and in the loop. Regular e-newsletters help to do this. Topics covered include:

- Changes in the financial world
- Market updates
- Company news
- Tax issues

Its large and well-equipped Learning Center and Tools and Information Center allow for easy access to additional information.

North Star Asset Management Review

With portfolio managers displaying an average of over 40 years of experience, [North Star Asset Management](#) is one of the top wealth management firms in Wisconsin due to the expertise and experience of its small and energetic team. The firm's clients include private individuals, institutions, corporations, and foundations.

Its independent status and flexible investment strategy provides clients with a service that is focused and skillful.

This Wisconsin wealth management firm is also committed to creating specific strategies to fit each client's circumstances, objectives, and risk tolerance, making North Star Asset Management one of the most adaptable services on this list.

North Star does not explicitly say whether they are a fee-only or fee-based wealth management firm in Wisconsin. They do [explain](#), however, that they charge low fees based on assets managed and not on individual transactions.

We should note that this does not rule out commissions, but we have included them on this list for the reasons outlined below.

Key Factors That Enabled This Firm to Rank as a Top Wealth Management Firm in Wisconsin

Flexible Strategy

North Star Asset Management endeavors to maintain openness to new and emerging market opportunities. This sets it apart from some other wealth management firms in Wisconsin that are more rigid about their investing strategies.

Additionally, North Star's flexibility extends to the individualization of its portfolio. The firm takes into account client risk tolerances and situations in order to determine allocation; something which may help clients to make better progress towards their goals in the long run.

Long-Term Focus

North Star Asset Management is focused on long-term goals. The industries that its Wisconsin financial planners tend to choose have long-range positive growth trends, and the firm's investment strategy leads it to companies that display both industry leadership and ongoing innovation.

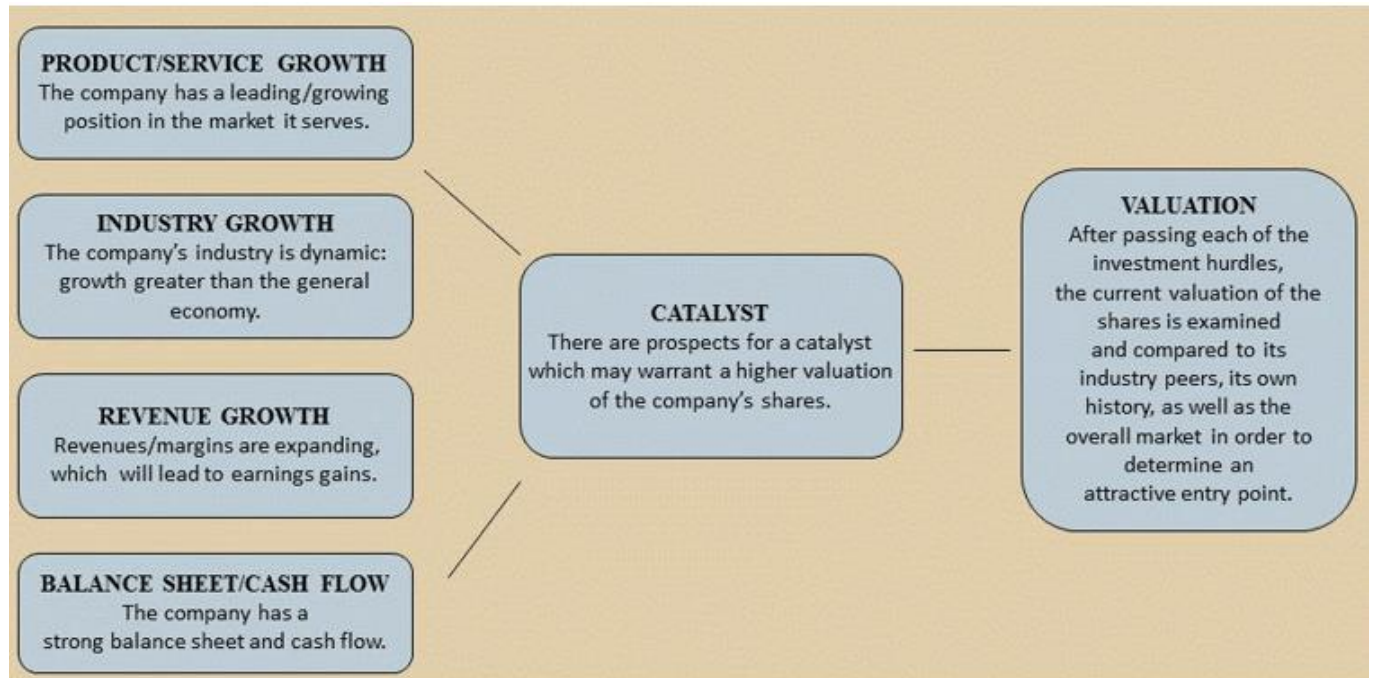
Commitment to Clients

North Star provides its clients with quarterly reports containing detailed information on the valuation, activity, and performance of their portfolios. Meetings can be set-up according to each client's needs. Portfolio managers make it their priority to be available to provide assistance or answer questions about a client's overall financial picture.

An outstanding feature of North Star is that the firm prides itself on its long-term relationships with its clients. Their Wisconsin financial advisors strive to build through superior performance and excellent service.

Transparent and Broad-Range Investment Process

North Star maintains its portfolio performance by adhering to a strict stock selection.



Each Wisconsin financial advisor has their individual flair and experience that determines the approach they take with their clients. But there are standard principles put in place by North Star Asset Management that help potential clients understand what framework this Wisconsin wealth management firm is working within.

As the graphic illustrates, North Star is focused on leading companies with growing revenues and strong balance sheets and cash flows. They are interested in balancing both growth and value by choosing stable, thriving companies.

[Read More: Best Financial Advisors in Omaha, NE | Ranking | Omaha Wealth Management Firms](#)

PJS Investment Management Review

[PJS Investment Management](#) achieves its objective to help clients meet future and current cash flow needs by following a five-pronged investment philosophy:

- Personalized attention and service
- Tailored and tactical discipline
- Performance-focused and independent thinking
- Tax efficiency
- Mindfulness of costs

The firm's commitment to keeping clients updated on their portfolios and on market trends makes PJS Investment Management an optimal choice for those who want to maintain a clear picture of their finances at all times.

PJS Investment Management is a [fee-only](#) wealth management firm in Wisconsin.

Key Factors That Enabled This Firm to Rank as a Top Wealth Management Firm in Wisconsin

Wide Range of Services

PJS Investment Management's services include investment management, financial planning, tax planning, cash flow planning, insurance planning, and estate planning. This Wisconsin wealth management firm's expertise and experience are made evident through the streamlined processes available for each service.

This Wisconsin wealth management firm has [specific processes](#) for their investment management, financial planning, and tax planning. Potential clients can familiarize themselves with these processes before even picking up the phone.

Investment Management Process:

1. Discuss expectations, tolerance for risk, and the timeline.
2. Review and analyze existing financial circumstances.
3. Develop individualized, tax-conscious investment suggestions, and prepare the Investment Policy Statement (IPS) delineating objectives and a strategy.
4. Build a tailored and strategic investment portfolio.
5. Continually review and adjust the portfolio according to opportunities and environment.

Financial Planning Process:

1. Develop an all-inclusive view of finances.
2. Form present and future financial objectives.
3. Provide custom-tailored advice in all areas of personal finance and refer to experts in complementary fields when needed.

Tax Planning Process:

1. Review tax returns.
2. Work with the client's accountant or recommend one.
3. Inform the client of alterations in tax law that may affect the client's plans.
4. Track cost basis and deliver annual summaries to alleviate the headache of tax preparation.

Clear Investment Strategy

The primary emphasis of PJS Investment Management's investment process is controlling risk through diversification. The firm's team of Wisconsin financial advisors follow a clear strategy based on time-tested principles.

They look at [specific criteria](#) when making individual stock selections:

- Leading market positions for its products and services
- Strong management team with a clear vision and action plan for the future
- Strong financial position with satisfactory liquidity reserves
- Essential services or products whose demand continues even in slow-growth economic atmospheres
- Operation in countries with a steady political environment and promising growth prospects as well as in an industry poised for long-term growth
- Attractive dividend yield and possibilities for continued dividend growth

Additionally, the firm reduces risk in its bond portfolios by looking for the following criteria:

- The issuer has robust finances, a stable outlook, and a good credit rating and is not likely to be embroiled in adverse political or economic developments.

- The issuer provides an attractive, satisfactory return and after-tax return, with a maturity that limits market risk from inflation and interest rate expansion.

Selection of Client Resources

In addition to a clear investment strategy, PJS Investment Management has a variety of client resources that further help the firm to create an environment of transparency. These resources include:

- Client education videos
- Market watch
- Industry news
- Calculators

Spectrum Investment Advisors Review

Incorporated in 1995, [Spectrum Investment Advisors, Inc.](#) operates on the premise that easy access to the investments and services, suitable research, and unbiased financial advice can help clients achieve their financial goals.

The firm's motto, "[Colors Simplify Investing®](#)," refers to their unique client education process as well as the company's ability to communicate to clients from a range of backgrounds and industries.

Spectrum Investment Advisors utilizes color-coded materials to empower its clients with information that can help clients feel confident about their financial futures and investment portfolios.

Based out of Mequon, Wisconsin, the firm makes it onto this list because of its simple yet individualized financial planning and wealth management processes. They are a [fee-only](#) wealth management firm in Wisconsin.

Key Factors That Enabled This Firm to Rank as a Top Wealth Management Firm in Wisconsin

Retirement Planning Services

Spectrum Investment Advisors, Inc. has a passion for retirement planning. During one-on-one consultations, Spectrum Investment Advisors will review an individual's comprehensive financial picture.

After taking into account everything from family personal holdings to a spouse's retirement investments, one of their Wisconsin financial planners provides financial recommendations on retirement plan assets with the client's long-term financial well-being in mind.

Spectrum Investment Advisors' retirement planning process is simple, holistic, and individualized, making it an attractive option.

Client-Specific Wealth Management

Spectrum Wealth Management's focus on integrity and individual needs creates a service whose end goal is to help each client build a customized portfolio which fulfills their needs, goals, and dreams for the future.

This Wisconsin wealth management firm utilizes a standardized process, called the [Spectrum Investor® Fund Monitoring Scorecard™](#), to review and manage assets with client interests in mind.

Awards and Experience

Although public recognition is only one factor of success, third-party approval can serve as an indication of good service. Spectrum Investment Advisors has won a variety of awards in recent years:

- Mequon-Thiensville Chamber of Commerce Business of the Year for 2015
- 2015 401(k) Advisor Leadership Award Nomination
- 2014 PlanSponsor Retirement Plan Adviser Team of the Year Finalist

This top Wisconsin wealth management firm's awards and experience (an average of 25 years of experience within the team) clears up any possible question of Spectrum's capability to provide reliable advice and good service.

Conclusion - Top 10 Financial Advisors in Wisconsin (Milwaukee, Pewaukee, Waukesha, Cedarburg, and Mequon)

Now that you have read a list of top financial advisors in Milwaukee, Pewaukee, Waukesha, Cedarburg, and Mequon, you should be better prepared to answer these questions:

- Where can I find the best financial planning, wealth management, and asset management services in Milwaukee?
- Where should I go if I am looking for additional services like estate planning, tax management, and risk management?
- What types of fees do financial planners in Milwaukee charge, and which financial advisor is best for me?

The next step to take is to choose three to five Wisconsin wealth management firms from the list that seem to best suit your needs and set up appointments to meet the advisors. After that, you will have all of the information you need to make an informed decision and make yet another step towards your financial target.

[Related: Best Financial Advisors in Miami & Coral Gables, Florida | Ranking | Miami & Coral Gables Wealth Managers](#)

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