



## PROFESSIONAL PROFILE OF THE MONTH

Photo By: Brian Hess Photography



# Resource Consulting Group

Financial Planning & Investment Advisory

*Wall Street Found Guilty of Too Much Hype*

*Resource Consulting Group Fosters Clients' Financial Peace of Mind*

**T**he economic down turn has had a sobering effect on many people — heightening the demand for objective financial guidance. Clients may ask their attorneys to make a referral or recommendation for a financial advisor. It's important to ensure that this responsibility is balanced by personal and professional opinions. Orlando-based Resource Consulting Group believes that financial gurus and sales people fuel the hype and “noise” on Wall Street — not a client's financial peace of mind.

As the largest fee-only financial planning and investment advisory firm in Florida, with more than \$900 million in assets under management, Resource Consulting Group has achieved success through a systematic and long-term approach to financial solutions. As a fee-only firm, it sells no products and receives no

form of compensation from anyone other than its clients. Acting solely in a fiduciary capacity, the firm puts clients' interests first — keeping fee structures low and eliminating hidden costs. In other words: no fine print, just straight talk and a streamlined, uncomplicated plan to help individuals and families achieve financial goals and maintain financial independence.

### **Steady, Prudent Approach**

Since it was founded in 1988, Resource Consulting Group has advocated the passive portfolio management approach, which is based on extensive academic research supported by Nobel Laureates and real-world, time-tested evidence that says market timing doesn't work — nor does the ability to consistently pick outperforming stocks and bonds. Founder Mike Davis is quick to point





**Michael H. Davis, Founder and CEO**

out that “passive” does not mean inactive. The firm supports a well-diversified portfolio that has exposure to a mixture of asset classes and is rebalanced systematically. “We’re active about things that matter,” adds Davis.

“Historically, 75 percent of active investment managers don’t outperform their respective benchmarks, and unfortunately,

the top 25 percent are rarely consistent from year to year,” says Davis. “A passive approach is simply a more prudent approach. However, we don’t feel you have to settle for an index return.”

The 20-member seasoned team has more than 200 years of combined experience in the financial industry and has guided clients through complex issues and turmoil surrounding the markets. A majority of Resource Consulting Group’s clients followed the firm’s advice and “stayed the course” during the 2008 downturn. Today, their portfolios are above their high-water mark set prior to the downturn.

“Some investors focus on the ‘crisis du jour,’ when they should focus on the fundamentals of financial planning — knowing where you stand relative to your financial independence, having an appropriate asset allocation, having a cash flow plan, implementing risk-management strategies, and having a well-designed estate plan,” adds Davis. “We work with clients to help them focus on the important matters and ignore the distractions often presented by the media.”

### **Client-Centric Approach**

Since opening its doors more than 23 years ago, Resource Consulting Group has been a fixture in the Orlando community and has focused on helping individuals, families and organizations achieve financial peace of mind.

As a testament to the firm’s long-term stability, nearly 60 percent of clients have been with Resource Consulting Group for more than a decade. And a 2011 independent client survey showed that 93

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*– Mike Davis, Resource Consulting Group*

\* In November 2009, published a report titled “50,000 Clients Can’t Be Wrong,” which provided information and insights based on data collected from 56,000 clients during the five-year period between 2004 and 2008.

## **At a Glance**

### **About Resource Consulting Group:**

Founded in 1988, serving clients throughout Florida

Largest fee-only financial planning and investment advisory firm in Florida

Manages more than \$900 million in assets for 320 clients

20 employees, including seven Certified Financial Planners,<sup>®</sup> one Certified Financial Analyst,<sup>®</sup> two CPAs and one (non-practicing) attorney

Registered with the U.S. Securities and Exchange Commission as a Registered Investment Advisor

Principals include founder Mike Davis, President Kimberly Sterling, Mike Masur, Ernie Phillips and Steve Mackall

Founder Mike Davis has been ranked by “Worth” magazine as one of the top wealth advisors, and he and Kimberly Sterling have been ranked among “The 150 Best Financial Advisors for Doctors” by “Medical Economics” magazine.

Visit [www.resourceconsulting.com](http://www.resourceconsulting.com) for an overview of the firm’s investment philosophy, or call Gregg Biro at (407) 422-0252 to receive more information.

percent of the firm’s clients were “very satisfied” with their overall relationship. This is an impressive number to say the least — considering that the industry average is 77 percent.\*

Resource Consulting Group welcomes the chance to partner with attorneys to better serve the long-term financial needs of their clients. The firm does not prepare legal documents or income tax returns, but does work in tandem with legal professionals to ensure that proper legal documents are taken care of in order to complement financial goals.