

# Successful Retirement Planning Ask the Experts Video Transcript

George Sparks, Director

October 2020

George Sparks (00:08):

As our clients age, as they look to transition their businesses, really everything they're doing is about how their retirement's going to go. They want to know how they're going to live out their life and do they have enough money. What do I need to do to get to a comfortable lifestyle in my retirement? And we feel like here at Barnes Dennig, we are positioned to be the best service provider for our clients in that area. We already spend a lot of time getting to know them from the tax perspective about how their businesses run.

George Sparks (00:40):

Again, what this is going to do, and what we do in financial services is we kind of act as a quarterback. We're not attorneys, we're not the bankers, we're not insurance agents, but through our knowledge of the client and our knowledge about how all these different pieces work, we're really in the best interest or the best position to work with our clients to say, "How do all of these pieces work together?"

George Sparks (01:03):

So if you think of a wagon wheel, you've got your client being in the middle, we're kind of that hub that's right over top of that, and we got all these different spokes. Which could be the insurance, could be the retirement plan, wills, really just coordinating all the efforts of these other individuals to say, "Hey, we've got a really good understanding of where our client wants to do and where they want to go? And let's make sure that everybody's working on the same page to accomplish this goal."

George Sparks (01:29):

We do do some asset management through Biechele Royce out of Indianapolis, but I really feel like, and I get a lot of enjoyment about the fact that when I get clients that are ready to retire, that they can look back and say, "We laid a great game plan out for us. You all did a great job for us, and I don't have to worry now. I know how I'm going to end my business. I know how it's going to sell. I know the number I need to get and I've charted a path."