Ep #01: Introducing Net Worthwhile – More than Money

Full Episode Transcript

With Your Host

Crystal Cooper

Net Worthwhile Podcast with Crystal Cooper

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Welcome to Net Worthwhile, Do More with Your Wealth, a podcast designed to explore financial topics from a broader perspective than just the numbers. We'll look at the emotional impact of financial decisions and how you can use your wealth to live a great life. Thank you for tuning in.

Crystal Cooper: Thank you again for joining Net Worthwhile. I am here with Jeff Peller, co-founder and CEO of SignatureFD.

Jeff Peller: Good morning. Thanks for having me.

Crystal Cooper: Absolutely. And we actually just did our official launch of our new brand tagline Net Worthwhile right there in Piedmont Park. And I know we're just launching it, but it's not very different than what we have always believed in as a company for the last 20 years. Right?

Jeff Peller: Right. Really the impetus of this is always getting to the why behind the what. And what what we mean by that is really what's most important to someone and what makes it worthwhile? So we like to ask folks when it comes to any part of their plan is, "Is that net worthwhile?"

Crystal Cooper: Yeah. And I think what I love about that is it is not judgemental. It is not, you have to be doing this or that with your money. It's what do you want to do? What creates a good life for you? And then us helping you get there. So it's sort of this idea of taking your net worth and moving it to your net worthwhile, what's worthwhile to you.

Jeff Peller: Right. And it's trying to incorporate both your wealth and your worth, and worth being more values or what's important to you. And that's exactly right, we meet people

where they are and we try to take them to the next level. As human beings, we all want to have progress in our lives, and progress is just a fundamental need for us all. And so really being able to help people move along that path accomplish some things, have that progress happen, but have progress in the right things.

Crystal Cooper: Yeah. Yeah. And I think when you say right things, too, also what I like about that is I think people inherently want to do good. They want to help their families, they want to help their community. And from what I understand in just talking with you, is that we've noticed that when clients come in they'll have this arbitrary number in their head. They're like, "I want to reach X." They get there and they're not as fulfilled as they thought. And so that's why we're sort of focusing on what is it you want to do with your portfolio to actually create and design the life you want versus just reaching a number.

Jeff Peller: Yeah, that is absolutely the background of how we came up with this and why we're doing it, is moving people from fear to fulfillment. Because what we have found is people are worried about, "Am I going to run out of money? Are the kids going to be okay? Are mom and dad going to be okay? Am I going to be okay? The economy is going to crash, or interest rates are going to go up. What's going to go on with the stock market?" To really trying to move from that fear or scarcity mindset to the abundance and optimism mindset. And again, helping people just, move shades of gray down that path towards that.

Crystal Cooper: You said something really key there, too. Moving from scarcity to abundance. It's interesting because if anyone has studied the financial industry at all and sort of seen

the messaging that they've played out, it's a lot of, be fearful, you're going to run out of money. And what I love about this message is it's one of hope. It is one of abundance. It's not about running out of money. It's really about having a life that makes you feel worthwhile.

Jeff Peller: Right. And that's what we've learned through hundreds and actually thousands of clients, working with them and seeing them go through this over time, is that you get to your number and then you're not fulfilled. So if we can just figure out what is it that really helps people be fulfilled along the way and still get to that number, then we've hit the home run. And that's what we're looking to do.

Crystal Cooper: Yeah. And like I said, we just had our kickoff in Piedmont Park. It was an awesome, awesome event, but we've met with some really great people here in Atlanta who, every single person we talked to, we'd ask them, "What's your worthwhile? What matters to you?" None of it was about selfish things. It was about, "I want to help my family. I want to have experiences with people I care about. I want to be able to retire and do more." I think that's sort of the way the world is going with all these companies, is altruistic.

Jeff Peller: It's probably even more than altruistic. It's more about generosity. How do we really contribute? How do we give back? How do we find meaning in everything that we're doing? So people want to be connected to other folks. They want to contribute. And really we found that money is for things like memories and experiences, more than anything else. You think, ask anyone what they spent on groceries two weeks ago, a few people will know, most won't know. Ask them about the last trip they were on with

their family or the last time they were out in nature, which is free, by the way, relating to another person and having a good conversation, those are the types of things that really I think drive people. And that's what we're trying to do. We're trying to move from a service business, where we're absolutely excellent at financial planning and investments to an experienced business, where we're bringing in some value-add on top of those core services. So we're not changing our business, but we are trying to find a way to add more value to our clients' lives.

Crystal Cooper: I love that. And I've actually myself gone through the client experience. I will tell you, it almost feels like a shedding of a feeling like I have to hit this number, I'm supposed to be planning for retirement, I'm supposed to be doing all these things. And I got into this meeting with one of our advisors and all of that went away and it just felt very cathartic actually. And it's been really great on the service side, but also on the worth side, because I feel good about what I'm doing.

Jeff Peller: So you definitely left that meeting with tactical things to do and tradition planning things.

Crystal Cooper: Absolutely. Absolutely.

Jeff Peller: And portfolio is definitely implemented and professionally run.

Crystal Cooper: Yep. Yep, Yep, Yep.

Jeff Peller: But we did get you to thinking differently.

Crystal Cooper: Exactly. Yeah. And I think that thinking differently thing is the key there, too, because I think a lot of people are

going to come in with a certain idea of mindset and that's essentially what Net Worthwhile is. It's sort of shifting that mindset a little bit.

Jeff Peller: That's the hope.

Crystal Cooper: Yeah. Yeah. Well, thank you so much, Jeff, for joining us today. I really appreciate it. Anything else you want to say about Net Worthwhile and what our clients can expect to come down?

Jeff Peller: Thank you for having me and I would just tell you great things are to come, but we want to keep them behind the scenes until they're ready.

Crystal Cooper: That's very true. Thanks again for joining Net Worthwhile. We'll talk to you next time.

Thank you for tuning in to Net Worthwhile, Do More with Your Wealth. Next time on Net Worthwhile, we'll talk a little bit more about how to build an investment practice of value. If you want to learn more about Net Worthwhile, be sure to visit us at www.signaturefd.com.