

(Special report: Managed accounts in the boomer portfolio)

boomer

MARKET ASSET MANAGEMENT

www.BoomerMarketAdvisor.com
May 2008 | Vol. 7 | No. 5
A WiesnerMedia Publication

BE TAX EFFICIENT

Three simple strategies

HEALTH CARE PLANNING

A critical component
in asset protection

PETER
MALLOUK

Advisor of
the year

Ten years in the business.
\$700 million AUM.

AND HE TELLS YOU
EXACTLY HOW TO DO IT.

Advisor of the year

INTERVIEW BY JOHN SULLIVAN
PHOTOGRAPHY BY DAVID JOHNSON

Truth be told, choosing our annual Advisor of the Year is always a somewhat subjective process. We look at AUM and ask for a minimum of \$100 million. We do extensive background checks. And we look at new ideas, strategies and boomer-specific focus. We also ask that advisors have a minimum of 10 years in the business. Peter Mallouk just squeaked past that 10-year mark, but far exceeded the \$100 million AUM requirement.

He's at the top of the industry and has the trust of the high-net-worth set. The result? \$700 million in assets under management (fee only).

We ask him for the keys to his success, which he is more than happy to provide. And for his role in significantly raising the bar in addressing needs of his boomer clients, we're proud to announce Mallouk as the 2008 Boomer Market Advisor of the Year. He had a lot to say, an excerpt of which is provided here. *For the full interview, visit www.boomermarketadvisor.com.* >>

Boomer Market Advisor magazine

Advisor of the year

PETER MALLOUK

CREATIVE PLANNING
PRIVATE WEALTH MANAGEMENT
\$703 MILLION IN ASSETS UNDER MANAGEMENT

“Boomers are a suspicious group; they’re skeptical,” Peter Mallouk tells us. “They want to know that they’re working with professionals every step of the way. So when it comes to financial planning, they want CFPs. When we’re drawing up and going over legal documents, they want estate attorneys. When we’re doing their taxes, they want CPAs. This is what they want and this is what I offer. I have experts in every area.”

Mallouk, a CFP and estate planning attorney is principal of Creative Planning Private Wealth Management in Leawood, Kan. Mallouk’s firm provides comprehensive wealth management services to its clients, including investment management, financial planning, charitable planning, retirement plan consulting, real estate offerings, mortgage lending, tax planning and preparation and estate planning services (anything else we missed?).

“Boomers have already been through one wealth transfer, that of their parents,” he continues. “So they don’t want to lose their savings and investments to health and long-term care issues, taxes and fees that might eat into a compounded return.”

Mallouk works with his clients to

increase the probability that their money will last longer by keeping fees low, using tax sensitive investments in taxable accounts, structuring qualified versus nonqualified withdrawals in the most tax-effective manner possible, and by using a core-satellite approach to investing. Each client has a customized investment portfolio that is then managed in-house, not farmed out to another firm. He uses bonds in most of his portfolios, focusing on guaranteed or high-quality bonds that are tax exempt where appropriate. We combine this with high-dividend, high-quality companies to generate as much income as possible in a low-cost and tax-efficient manager.

“Questions are never answered in a vacuum,” he adds. “We have to look at the whole. That’s why we offer the breadth of services we do and the expertise to go along with it.”

Creative Planning Private Wealth Management has been providing wealth management services to high-net-worth clients since 1982 and currently assists clients in more than 40 states. Mallouk is the founder, executive board member and former five-year Chairman of KC CAN, an organization dedicated to improving the quality of life of children in Kansas City.



Mallouk also serves on the executive board of Pathway to Hope, a charity dedicated to supporting families coping with a mentally ill family member, as well as the boards of the American Stroke Foundation, Planned Giving Council of Kansas City Hospice and St. Michael’s Finance Council. He’s the recipient of the Wallace Galluzi Volunteer Award for his work with Big Brothers/Big Sisters. He’s married to Veronica and they have three children, Michael, John Peter and Gabrielle.