



MARTY R. HENNE, CFP, PRESIDENT

THE HENNE FINANCIAL GROUP, LLC
WWW.MHENNEFIN.COM

It's all about the plan. In advising clients on sound investment strategies, Marty R. Henne, CFP, President of The Henne Financial Group, stresses the need for a well-determined road map to success. "I will not invest a dollar of their money until we have worked together to develop a plan," he says. "My advice has been, 'Do not change the plan. Keep your emotions out of it and let me, your financial advisor, do my job.'"

That job, he says, is to monitor current market and economic scenarios to keep clients within their risk tolerance and meeting their goals. It's a business plan that Henne has stuck with for years. A native of Nebraska, in 1978 he moved to Arizona and started what today is one of the largest financial planning firms in the U.S., The Acacia Group of Arizona.

In 1996, he formed The Henne Financial Group, a "boutique" planning firm focusing on serving a small number of affluent individuals. That high degree of specialization gives Henne a particular understanding of what clients are looking for. "My firm was designed to serve a smaller group of individuals, which allows me to build close relationships, constantly examining each client's life situation and ever-changing needs."

Institutional investors, he says, often fare better in the market, as they tend to stick to established goals and avoid emotional decision-making. Good advice from a financial guide can steer investors through sound financial straits—as long as they stick to that all-important plan. "Get in the habit of letting your money work for you," says Henne. "And do it now."