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Building Legacies and Creating Epic Moments

Ruggiero Wealth Management creates tailored financial plans that help to build wealth across multiple generations of a family—and pass on more than money.

Left to right: Tyner Haag, Wealth Strategy Associate; Kevin Mccarthy, Senior Client Service Associate; Giovanni Ruggiero, CIMA®, CEPA, Financial Advisor; Georgette Richards, FPQP™, Business Manager; Modesto "Moe" Ruggiero, CEPA, Managing Director - Wealth Management, Senior Portfolio Manager, Wealth Advisor; and Stephen Miles, CFP®, Financial Advisor.

Brand loyalty is important to many businesses, but rarely is that loyalty passed down from generation to generation like a family heirloom.

Ruggiero Wealth Management (RWM) has built a boutique business around helping families manage their wealth, businesses, and legacies. The trust that founder Moe Ruggiero has cultivated over the years means as many as four generations of the same family have used RWM for their financial planning needs.

The multigenerational makeup of RWM's client base is also reflected in its team members. The advisors' ages range from mid-20s to 60s. "I like the diversity of thinking within our group," Ruggiero says.

The group takes a personal approach with clients that goes beyond investing. It often involves developing personal values along with wealth that clients can then pass along to their beneficiaries.

"For some clients, it's about leaving a legacy behind," says Ruggiero. "In addition to money, they want to pass on wisdom and philosophies to the next generation. They look to us for guidance."

Tailored Financial Planning

RWM's team takes a holistic approach to financial planning. Clients meet with team members to discuss their goals in depth before reviewing their financial resources and the variables to be considered.

"Planning is the foundation of what we do. This requires developing a detailed financial plan based on each client's needs," Ruggiero says. "That necessitates diving deep into relationships to understand what matters most to the client. We try to help find the best solutions to meet each client's specific goals."

The financial plans RWM develops focus on the full financial landscape, including education, philanthropy, inheritance planning, business succession planning, wealth transfer, and retirement. RWM's suite of services allows the team to incorporate each of these into one evolving comprehensive plan.

"All of those aspects have synergy with each other and need to be developed accordingly," Ruggiero explains. "Sometimes people miss that. They lay out the retirement planning but miss the succession or estate planning."

The approach of Ruggiero and his team also centers around what he calls the "three Cs"—communication, commitment, and compassion. Communication is an integral part of how the team interacts with each other. They are committed to their craft, and they are compassionate with one another. These values spill over into RWM's relationships with its clients and help assure investors they are in the right hands.

RWM utilizes UBS Wealth Way. This helps clients categorize and manage their balance sheet by splitting resources into three strategies based on the client's goals, which are called the "three Ls"— Liquidity, Longevity, Legacy.

The relationships Ruggiero has built with clients during his 35 years in the business are as important a legacy as anything. "Our clients become our friends," he says. "They communicate their confidence and trust us to future generations. That speaks volumes. It's a joy for us to share clients' epic life moments knowing we worked alongside them to help create the financial future they envisioned."

UBS

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