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Promotion

Unique Financial Planning Based on Fiduciary Responsibility



When Wayne Titus opened his Michigan-based AMDG Financial in 2002, he wanted it to be a different kind of financial planning service. It was to be a firm embodied in his motto: "From financial wisdom, better stewardship.SM"

The trick was to come up with a process to implement that vision. Titus already had spent over 10 years as a CPA and systems audit manager at some of the largest accounting firms. "I was struggling with who I was serving and what impact I was making," Titus says. "In my mind, the accounting industry was not serving those who needed to be served, which was small businesses and families."

Titus's solution was a singular wealth management service based strictly on fiduciary responsibility standards with a fee-only approach.

"A fiduciary is required to act in the client's best interest. We are not allowed to be thinking about our own wallets, but only about the client," Titus says. "I was offered commission-based adviser positions with broker/dealers, but I felt uncomfortable with that. If I was receiving a commission, my clients would always wonder why I made a recommendation."

With his extensive expertise in business process and as an Accredited Investment Fiduciary Analyst, Titus developed and implemented a fiduciary methodology that has been evaluated by the Centre for Fiduciary Excellence as following "Global Best Practices for Fiduciary Excellence." AMDG Financial was one of the first 10 firms globally to obtain this certification, which must be renewed annually based on stringent criteria.



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AMDG Financial offers integrated, holistic financial, investment and tax planning services to businesses and families of all income levels. A separate division features traditional CPA services.

When dealing with clients, Titus adheres to a comprehensive financial planning philosophy he describes as "calming, wholesome and complete." He says it is a process based on coming to understand a client's personal values and recognizing that life is ultimately unpredictable.

"Life throws curve balls. My job is to make the adjustments when they come and put clients through a process that produces alternative solutions," Titus says. "I help clients understand the benefits of a particular scenario. Then, they make the decisions."

The Titus Investment Strategy: 'Speculation Is Not My Game'

Wayne Titus's pet peeve is headlines.

"The negative hyperbolic headlines spouted in the financial press spark fear and confusion in the marketplace and uncertainty in clients," he says. "It's satisfying to me when I have educated my clients to focus not on the daily numbers and hysteria, but on the long term and how their investment strategy supports their financial plan."

That's why Titus shuns an overactive investment strategy. "I don't believe you can consistently predict what is going to happen in the marketplace tomorrow or next week," he says. "If you take a prudent approach, know what your goals are and have the freedom and comfort of achieving success with your financial plan, then you can think about the other things you might do."

For Titus, those other things involve charitable work and donations. He recently returned from leading a delegation to El Salvador implementing a Rotary Foundation grant providing a water delivery system to villagers. Titus has been nominated to receive the MACPA's Public Service Award recognizing his exceptional volunteerism. He proudly manages donor funds for clients for specific charitable donations. As he puts it: "To me, that's what it's all about. That's why I lead my clients through a prudent investment approach. When they understand, they act as better stewards on their own behalf, and then have the freedom to think of others."

"I like best working with couples, small-business owners and independent thinkers who know they need to do things differently. They want to get ahead of the market, but do it according to their own values. They are people who feel they can make a difference with the wealth they've accumulated."

— Wayne Titus, founder, AMDG Financial