

# CORPORATE OVERVIEW



**Whitnell**

connection. comfort. continuity.

*Our clients' comfort is our passion.*



# The Whitnell Difference

## How Important Is It To Be Comfortable With Your Financial Advisor?

The future is an unknown, and for many families, an uncertain destination. Over the last few years we've witnessed a perfect storm that has undermined the confidence many affluent families used to feel about the financial services industry.

A deep and difficult recession has impacted the global economy, resulting in near stagnant growth. Wall Street executives have been caught in numerous scandals, eroding not only their individual credibility but also the credibility of the companies they represent.

Ponzi schemes have exposed unscrupulous individuals who prey on trusting investors. A roller-coaster stock market has left many families feeling uncertain about where their wealth will be in the coming years. The housing market has been hit hard.

So it's no wonder that many affluent families feel uncomfortable about the future.

But this raises an important question. **Isn't it the responsibility of financial advisors to help affluent families chart their course to the future?**

If you believe that to be true, then the next logical question is this. **Whom do you trust to help your family chart your course?**

Now that is a difficult question.

At a time when affluent families most need a financial partner they can trust – someone who really knows them and has the expertise and moral character to make a difference – trust is at an all-time low.

But not everywhere.

In fact, in a recent survey of our top clients we discovered that trust, comfort and a feeling of being deeply known were the very reasons that our clients have stayed with us through these difficult times. And these feelings were every bit as important as our quality investment advice.

As a family-oriented business, we are far more main street than Wall Street. We deliver a very different kind of experience than what most affluent families have come to expect.

So maybe trust and comfort and a vision for the future aren't dead in the financial services industry after all? You just have to know where to look to find them.

How can we help your family?

Let's have a conversation.

## Are We Right For Your Family?

Whitnell serves affluent families, many of whom, like us, have deep roots in Midwestern soil and values. Many of these families view their wealth not merely as assets, income or investments, but as the means by which they protect and comfort the ones they love.

Our clients have usually acquired their wealth in one of three ways.

**Business Owners** – who own, or once owned, a successful business, often a family business, which is both a source of pride and income for their families.

**Executives** – who have had a strong income for many years, who may have substantial equity in the company they serve and who have retired or deem retirement planning as critical to their future.

**Wealthy Families** – who have tens of millions, or even hundreds of millions, of dollars in investable assets and a very complex set of holdings that can include a primary business, real estate, collectibles and other high-value assets.



## How Do We Serve Our Clients?

As wealth managers, Whitnell provides a wide range of services our clients need to feel comfortable about the future, both for themselves and the ones they love. At a given time in our long-term relationships with clients, we may bring any or all of the following services to bear on their behalf:

- Financial planning
- Investment management
- Tax planning
- Estate planning
- Retirement planning
- Charitable planning
- Risk and insurance planning
- Family Office Services

Clients who benefit from these comprehensive services can realize greater peace of mind. They know that the details of some of the most important decisions of their lives have been analyzed by an objective third-party professional who understands their unique situation and can make recommendations accordingly.

Clients can choose to take advantage of these services through either our Wealth Management or Family Office Service teams.

### Wealth Management Team

Whitnell's wealth management team includes Certified Financial Planners (CFPs®), Financial Advisors, Investment Advisors, Chartered Financial Analysts (CFAs®), Taxation Strategists, CPAs®, MBAs, and other professional advisors.

Each client family is served by a primary relationship manager who takes responsibility to see that their needs are thoroughly discovered and that short-term and long-term plans are designed and communicated to the client. The relationship manager also coordinates all wealth management team members from within Whitnell, aligning our resources with client needs.

The relationship manager serves as the personal CFO to the families they serve. In this capacity, the relationship manager comes to deeply understand each family, often knowing their financial situation better than they know it themselves. The relationship manager creates custom plans for each client and develops the timelines for implementations of those plans.

Families can acquire our wealth management services on a fee-only basis, based on a percentage of assets we manage for them. Families can also engage us to perform specific services on a flat-fee basis.

### Family Office Services

For more than twenty-five years, ultra-high-net-worth families have turned to Whitnell because we have strong family office roots and a demonstrated history of making the complex simple and manageable for high-net-worth families.

We know how to help ultra affluent families create a unified strategy across all of their complex holdings. We have years of experience working with a wide range of advisors to ensure your strategy is made real. We provide detailed reporting and communication to keep our clients informed on the critical details that matter most to them.

Whitnell's Family Office Services are administered by objective and knowledgeable professionals who average more than 25 years of experience in their fields. Our team includes specialists with the following credentials: CPA®, CFA®, CFP®, MBA and Masters in Taxation.

Our family office services are designed to provide ultra-high-net-worth families with a wide range of services they need. Families can choose to work with us on a comprehensive or ala carte basis.

## How Are We Unique?

In our past, our present and our future, our clients discover a true partner who shares not only their family values but also a deep interest in their most important family milestones: birth, college, marriage, retirement, health concerns and end of life. It is within our very DNA to anticipate and plan for these milestones in life, because this was the vision of our founder.

At Whitnell we recognize that most financial services organizations like to lavishly discuss their capabilities when it comes time to talk about their firm. They like to brag about how their team members have advanced degrees, a great deal of experience and unrivaled expertise. At Whitnell, we certainly have these capabilities in spades. But we have come to see these as merely table stakes. Why?

We believe that most affluent families today are looking for something beyond just raw capabilities. They are looking for character. If we ask you to trust us with your most important financial assets and familial relationships, it is only fair that we give you insights into our character.

### Our Past

In 1988, Donald P. Kelly, a successful Chicago businessman, founded Whitnell along with two investment professionals – Bill White and Mike Brunell. From the merger of their two last names, the Whitnell company name was born. One of the hallmarks of Don Kelly, as an executive, was leadership. He led by example and hired great people who were considered experts in their individual disciplines. He gave them autonomy to make decisions and run their divisions as they saw fit. Bill White epitomized this philosophy and built the foundation on which Whitnell stands.

Don had realized a great deal of success through hard work, calculated risk-taking, a quick wit and by being an honorable person who treated everyone with respect. His career exploits are well documented in the business press. He was CEO of

several companies and led multiple billion dollar transactions throughout his career. He also owned several family businesses after his tenure as CEO of other companies.

In Don Kelly one finds elements of all three types of clients we serve: business owners, executives and wealthy families. Don was, at various points in his life, all three of these. He was a fierce competitor as a business owner who always strived to stay one step ahead of the competition. He was a successful executive who knew how to hire the right people and let them do their jobs. He amassed a sizable fortune that he wanted to pass on to his heirs by ensuring his assets were properly protected and enhanced. This is one reason he founded Whitnell.

To view Don Kelly as merely a business man, however, is to miss the heart of who he was as a person. He was an incredibly charitable person who served tirelessly on non-profit boards and generously supported hospitals and educational institutions.

For Don, the center of his world was family. At age 30 he married and stayed by the side of his bride until his passing in 2010. They raised three children and enjoyed being grandparents to twelve grandchildren. Their three children inherited their father's entrepreneurial spirit and are actively involved in the Kelly family businesses. Don expressed his love for family by ensuring that they were secure and they continue to work closely with the financial experts at Whitnell to this day.

### Our Present

While the Kelly family founded Whitnell, it quickly grew to include the assets of several other wealthy families. To ensure that the wide range of concerns for these families were fully addressed, Whitnell began adding more quality professionals. A key addition to the team was Bill Thonn who knew the Kelly family through his tenure as head of wealth management at Harris Bank. The Kelly

family brought in Bill to build a premier financial services organization.

Bill set about his task with great relish and began recruiting top talent from people he knew over his long and successful career. In the course of seven years, he assembled some of the most experienced financial services professionals, many of whom moved from leadership positions at other firms to better serve their clients at Whitnell.

There is something special about Whitnell today. It is not just our financial strength and success. It is true that we have grown from less than two hundred million in assets under management to more than one billion in assets under management. It is true that we accomplished this monumental goal in seven years. It is true that we did this during the worst recession that today's working adults have ever witnessed. But that is only part of our story.

We are all passionate people. We love what we do and are incredibly committed to being at the top of our game so we can take care of our clients. It gives us great pleasure to hear how our clients use their wealth, the very wealth they entrust us to protect and grow, to care for the ones they love

and the charities they treasure. This is one way we know we are keeping the spirit of Don Kelly vibrant and alive in our communities.

### **Our Future**

Our vision for our future is as strong as our past and present. We look forward to seeing our clients realize the great milestones of their lives. We appreciate the opportunity to participate in their joys and their sorrows. We take it as our personal mission to protect and grow their wealth so they can live their lives and truly celebrate the moments every family should cherish. Because we have multi-generational relationships with so many clients, we plan to be not only their partner, but also a financial partner to their children, grandchildren and great grandchildren.

Our past, our present and our future make us who we are.

This is our story. We would so love to hear your story.



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