

# Wealth Concepts enables its employees' success

BY PAULA MOORE

SPECIAL TO THE BUSINESS JOURNAL

Wealth Concepts LLC, a fee-based financial services provider, focuses its efforts to attract and keep employee talent largely on its ability to provide the tools and work culture they need to succeed.

Such tools include the latest in financial-analysis software, top investment products, individual coaching and skill building. Those resources, and others, even can help associates move “up market,” or learn how to work with high-net-worth clientele. The Denver-based company serves more than 19,000 clients in the metro area.

“There’s a common interest here in getting professionally better all the time. ... We already have a lot of great people who are independent and motivated, so it’s also really about staying out of their way,” said Scott Stillman, Wealth Concepts president. “It all works like a well-oiled machine.”

Started in 2006, Wealth Concepts provides personal financial, estate planning and business advice to clients. Through its fee-based planning model, where advisers are paid a flat rate rather than a commission, the company develops ways to help its clientele manage their taxes, invest, manage risk, and otherwise accumulate and preserve wealth.

As a general agency of Massachusetts Mutual Life Insurance Co. of Springfield, Mass., Wealth Concepts offers insurance, including life and disability coverage, and investment products such as stocks and bonds. Both MassMutual, with 160 years of experience in financial services, and Wealth Concepts use a disciplined, long-term approach to their business. Wealth Concepts advisers work with clients’ other consultants, including accountants and attorneys, as well.

The Colorado company oversees roughly \$3.8 billion in individual life insurance coverage, it says. Client policy and account values recently totaled more than \$972 million.

The firm offers standard, tangible employee benefits such as insurance and vacation plus performance-based incentives, including trips, but management believes Wealth Concepts’ culture and system based on mutual respect are its biggest benefits.

Wealth Concepts adviser Randy Williams, for example, successfully practiced many years under a commission-based system, but found gaps in his planning model. His interaction with clients — and, therefore, his business — is significantly better using a fee-based strategy, according to Wealth Concepts.

“There’s a passion here for a common goal, and people working toward it,” Stillman said. “It’s about helping clients, their families and their businesses.



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Scott Stillman (in front), president of Wealth Concepts, with, clockwise from left to right, Dustin Voag, director of financial planning; Howard Schuster, director of investments; Scott Close, senior managing director; Tyler Rainey, brokerage director; Frank Gale, managing director; Crissy Gravina, director of marketing; and Debi Eggleston, managing director.

**Flight II - No. 1**

**Wealth Concepts LLC**

**Industry:** Financial services

**Top executive:** Scott Stillman, president

**Location:** Denver

**Established:** 2006

**No. of employees:** 51

**Website:** www.wealthconcepts.com

It’s about like-minded people coming together to share core values when approaching that passion.”

Those values include integrity, open communication, a strong work ethic, an entrepreneurial spirit and resiliency.

Wealth Concepts believes not only in connecting with clients and employees, but also with the community. To that end, the firm has supported non-profits such as the Autism Society of Colorado, Mile High Down Syndrome Association and Alzheimer’s Association-Colorado Chapter.

While Wealth Concepts is in the serious business of providing financial services, the firm tries to keep the office atmosphere light — for both clients and

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employees. “We’re about conducting business with integrity, but at the end of the day, it’s also about having a bit of fun and not taking everything so seriously,” Stillman said.

Management makes a point of organizing regular outings, often with spouses and kids — from summer picnics and Colorado Rockies games to a Christmas party. Stillman believes it’s important for employees to get out of the office and meet other employees’ families.

“People thrive when they feel good about themselves, when they’re growing professionally and have balance in their lives outside work, as well,” Stillman said. “We have a lot of people here who are driven, so sometimes we have conversations about taking more time out for balance.”

**Wealth Concepts has recently changed their company name to MassMutual Colorado**