

## Total Clarity is a clear leader in wealth management

The financial advisors at Total Clarity Wealth Management believe in the importance of developing a trusting relationship with their clients. Their ultimate goal is to improve their clients' lives, and they do so by learning about their dreams and goals.

"Depending on where you grew up, you might call it 'coffee talk' or 'kitchen conversation,'" said Terry Murphy, president of Total Clarity Wealth Management. "At Total Clarity, you can be yourself and speak your mind with someone you trust, knowing that the person on the other side of the table will keep your confidence. Spend an hour at our table. Our mission is to help you gain a clear perspective on what worries you most about your future."

Total Clarity offers many services for clients, including:

- Financial planning
- Investment management
- Asset preservation
- Risk management
- Tax planning

- Estate and legacy planning
- Multi-generational planning and education
- Education planning
- Social security planning
- Retirement income planning
- Business succession planning
- Retirement plans for small businesses
- Consultation and planning with other professionals

The company works with clients to help them directly align their personal values with their wealth plan. It shows them that real wealth is more than numbers on a balance sheet — it is a process of balancing spending, investments and charitable giving, all while maintaining a strong home and family life. This view of financial planning is just one of the reasons why Total Clarity Wealth

Management was voted "Best Wealth Management Firm," as part of the 2019 Daily Herald Readers' Choice "Best of the Best" awards. It also won the Kane County Chronicle "Best of the Fox" award in 2019. Both awards are based on number of reader votes.

Total Clarity has grown considerably over the past 14 years to include offices on the west side of St. Charles, in Chicago, Oak Brook and Naperville, in addition to the flagship office on Tyler Road in St. Charles. This year, the company plans to bring new advisors on board, and it hopes to open another office in Chicago's northern suburbs soon.

One of the recent trends in the wealth management industry has been using technology to serve clients' needs, and Total Clarity has stayed on top of that trend. "Thanks to advances in technology, we have been able to maintain and expand relationships with many of our clients who are no longer local to the Chicago area," said Murphy. "They move to other parts of the country, but we are still able to help them work toward their dreams."



Many of Total Clarity's clients seek assistance because of the complexities associated with tax laws, investment strategies, intergenerational planning and charitable giving. Their financial planners take the necessary time to assess each client's situation in depth, find solutions that work with their lifestyle, and present those

in an easy-to-understand manner. "We call ourselves Total Clarity because we want our clients to gain a clear perspective regarding their life situation and goals," says Murphy. "That means we avoid using industry jargon and get right down to what they want and how they can pursue it. Our clients know they can depend on us to

make what matters to them easy to grasp."

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