



MICHIGAN
FINANCIAL COMPANIES

"Built On A Relationship Of Trust"



NICK J. VALENTI, CLU, CHFC, CFP

President

GARY W. NUSTAD, CLF, CFBS

Director



Nick J. Valenti, CLU, ChFC, CFP®

Nick Valenti has been very successful and has won numerous industry awards. He has a unique perspective in the financial services arena with experience in insurance and in banking.

He worked for two years with Comerica Bank to develop and implement a life insurance and financial planning strategy. He is now President of Michigan Financial Companies. His organization provides consulting services to banks and accounting firms, as well as financial and business succession planning for clients.

Nick is a 30-year veteran of the insurance and financial services industry. He has been a leader within the industry as past President of the Southeast Michigan General Agents and Manager Association, and past President of the Greater Detroit Association of Life Underwriters.

Education & Certifications

- BA, Marketing, Michigan State University, East Lansing, Michigan
- Chartered Financial Consultant (ChFC)
- Chartered Life Underwriter (CLU)
- CERTIFIED FINANCIAL PLANNER™
- FINRA – Series 7 and 24 registration
- Life and Health licenses

Awards & Achievements

- 2005 Ernst & Young “Entrepreneur of the Year” finalist
- Million Dollar Roundtable qualifying member
- GAMA: Master Agency Award 1996 & 2008 (Top 200 life agencies in US)
- 18 time recipient of National Management Award
- Recipient of E.H. “Bill” Meyers, Jr. Memorial Award for outstanding service in the industry, 2000
- Phoenix – 2001 President’s Award
- 1971 Big 10 Championship Team - Baseball

Leadership Positions

- President, Financial and Estate Planning Council of Southeast Michigan, 2003
- President, Detroit Chapter, Financial Services Professionals, 2003
- President, Greater Detroit Association of Life Underwriters, 1993
- President, Southeast Michigan General Agents and Managers Association, 1986
- President, Greater Detroit General Agents and Managers Association, 1985

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225-11052007-14909395

Our Mission

“Impacting: Lives, Lifestyles and Legacies.”

Our Vision

“Committed to becoming the ‘Firm of Choice’ in Financial Services.”

Our Central Values

- ❖ *Our associates meet the highest professional and ethical standards and are dedicated to helping clients attain their financial objectives of capital accumulation and estate preservation. We are committed to a comprehensive financial analysis process that allows us to thoroughly understand a client's goals and financial situation. We are committed to providing the same advice to our clients as we would expect to receive.*
- ❖ *We build strong relationships based on high integrity and mutual respect.*
- ❖ *Our product is a complete financial analysis.*
- ❖ *We focus on what is best for our clients.*
- ❖ *Our associates have future based attitudes.*
- ❖ *We always deliver what we promise.*
- ❖ *We finish what we start.*
- ❖ *All clients have a written plan.*
- ❖ *Every client receives an annual review.*
- ❖ *Partnering is in the best interest of our clients and our firm.*
- ❖ *We maintain a high performance, no excuse culture.*

Strategy set up Michigan Financial for growth in hard times

BY JAY GREENE
CRAIN'S DETROIT BUSINESS

In a thriving economy, many people don't often think about their long-term investments and retirement planning.

But when economic times turn sour, they are more inclined to seek financial advisers as they worry their nest egg won't sustain them in an uncertain future.

While most financial planners bemoan this phenomenon, a down economy in Southeast Michigan is one reason why Southfield-based **Michigan Financial Cos.** is flourishing.

Over the past four years, Michigan Financial's revenue growth increased 211 percent, to \$8.1 million in 2007 from \$2.6 million in 2004.

The company is an insurance agency specializing in financial planning and wealth management. It also has offices in Sterling Heights, Dearborn, Birmingham and two in Ohio.

But there is another reason why Michigan Financial is doing well: The growth strategy that CEO Nick Valenti implemented in 2004.

"Our business plan was to grow by hiring experienced (insurance sales) reps and add more services that would be appealing to them," Valenti said. Since 2004, the company has grown from 29 to 49 reps with 55 total employees, he said.

Aside from hiring additional reps, Valenti said three of the company's key growth strategies included hiring a financial planning coordinator, Bryan Mulvihill, to advise the representatives; a vice president of marketing and operations, Kim Stine, to promote the business; and a vice president of new business development, Kevin Kneip, to coordinate growth strategies.

Financial planning at the company is a process that begins with an analysis of an individual's investment portfolio and economic situation.

The analysis includes several meetings to evaluate the client's specific financial goals and objectives, Kneip said.

"We are the quarterback," said Kneip.

"Our approach is to help you and give you great ideas."

Besides insurance, Michigan Financial offers a variety of other services, including employee benefit design, asset management, individual money management and estate planning. About one-third of the company's revenue comes from insurance and the remainder from asset management services, Kneip said.

But the growth strategy required a major capital infusion, and a business affiliation name change.

For eight years, Valenti headed the Farmington Hills office of **W.S. Griffith Securities Inc.**, a broker-dealer based in San Diego.



Valenti



Stine



Kneip

"We chose John Hancock because of their stability and they helped us with access to capital," Valenti said.

The company signed the agreement with John Hancock in June 2004.

The growth strategy now employed by Michigan Financial has caught the eye of competitor Kathy Elston, COO of **J.S. Clark Agency**, a Southfield-based broker-dealer specializing in life and health insurance.

"We are just getting to understand what they are doing with financial planning," Elston said. "Generally, agencies focus on health and life. There also is the financial side and the property casualty line. It is not unusual for an agency to expand into any one of those three."

Elston said one reason Michigan Financial may have decided to expand into financial planning is because of the competitive market in Southeast Michigan.

"It is very difficult to acquire new business with companies downsizing and going out of business," she said. "It all comes down to service. We are doing more customer service than before. We have 99 percent retention rate with our clients."

With the automobile industry contracting, another growth line has been offering career transition services, Stine said.

Family-business succession planning also has been a key growth area, said Kneip.

For example, Valenti said a former client in his 50s, who was the founder of a manufacturing business, died unexpectedly.

"Four years before we did a financial, business and estate plan for him. This allowed the business to stay in the family because he had thought about who his successor would be," Valenti said.

Without a succession plan that included a life insurance policy, the 25-employee business could have closed, Valenti said.

"The insurance money allowed them to pay their bills and buy them time to work through the change," he said.

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MICHIGAN FINANCIAL STATISTICS

82,591 Life Policies Inforce

\$3,540,000,000 of Death
Benefit Inforce

\$535,000,000 of Assets
Under Management

Michigan Financial Companies Ranked One of the Largest Business- Insurance Agencies by Crain's Detroit Business

CRAIN'S DETROIT BUSINESS

CRAIN'S LIST: LARGEST BUSINESS-INSURANCE AGENCIES

Ranked by 2007 revenue

Company Address Phone; Web site Top local executive	Revenue 2007	Revenue 2006	Employees in Detroit area as of Jan. 2008
12. Michigan Financial Cos. Inc. 28411 Northwestern Highway, Suite 1300, Southfield 48034; (248) 827-1300; www.michiganfinancial.com Nick Valenti, president and CEO	7.7	5.1	48

MICHIGAN'S TOP WORKPLACES

SUNDAY, OCT. 19, 2008

SECTION F

Commitment to workers is repaid

BY MARGARITA BAUZA
FREE PRESS BUSINESS WRITER

1. MICHIGAN FINANCIAL

As Michigan's economy floundered, the Southfield-based Michigan Financial Companies grew. Its revenues expanded from \$2.6 million in 2004 to \$8.1 million in 2007 and its employee ranks rose from 29 to 55 in that period.

The company's growth was the reason Lisa Johnson moved there from a competitor a year and a half ago. The 31-year-old Madison Heights resident processes new business for life and long-term care for the financial-advising company, which was ranked in a Free Press-Workplace Dynamics survey as the top southeast Michigan workplace with up to 150 employees.

"It's a great organization," she said.

"They're appreciative of the work that I do and how hard I work," Johnson said. "They

have very open-door policies. I am never intimidated to go into" CEO Nick Valenti's office and say, "Can we change this or that?"

"It's an open environment and they appreciate that we have a life outside of work," she added. If she needs to leave at 3 p.m. to meet a teacher at her children's school, she can do it.

Valenti said he tries to instill a fun and supportive work culture.

"We treat people with respect and honesty, and that's the way we do business," he said. "We've grown because we have really good people who are committed to doing what needs to be done."

Employees can work remotely and have access to managers and support while they're out. The company provides tuition reimbursement and other pertinent training.

"We want people to get the education they need to do a better job for their clients," he said. "We provide advisers with the support they need."

Valenti says he has a five-year plan to grow



PATRICIA BECK/Detroit Free Press

Case manager Jennifer Boyle of Clawson passes paperwork over to colleague Lisa Johnson of Madison Heights at Michigan Financial Companies in Southfield. Johnson says of her employer: "It's an open environment and they appreciate that we have a life outside of work."

the business 100%.

"Our goal is to assist our clients in growing, protecting and transferring wealth in the most tax-efficient manner," he said. "We look at advisers as clients, helping them grow business and income. Everything we do is designed around that."

Small Companies

1. Michigan Financial Companies

Finance
Southeast Michigan employees: 55
www.michiganfinancial.com

2. Unasource Surgery Center

Health care
Southeast Michigan employees: 50
veicorp.com

3. NBS

Commercial business sales
Southeast Michigan employees: 91
www.navbus.com

4. Metro Home Health Care Services

Health care
Southeast Michigan employees: 90
www.metrohomehealthcare.com

5. Detroit Metro Convention & Visitors Bureau

Destination marketing
Southeast Michigan employees: 60
www.visitdetroit.com

6. J.O. Galloup/Smith Instrument

Industrial distribution
Southeast Michigan employees: 52
www.galloup.com

7. USA Credit Union

Financial services
Southeast Michigan employees: 150
www.usacuoonline.org

8. TAC Transportation

Workforce staffing solutions for transportation industry
Southeast Michigan employees: 55
www.tactransportation.com

9. Peerless Steel

Manufacturing distributor
Southeast Michigan employees: 82
www.peerlesssteel.com

10. McGraw Wentworth

Employee group benefits/insurance
Southeast Michigan employees: 64
www.mcgrawwentworth.com

11. AxleTech International

Off-highway and specialty vehicle drivetrain products
Southeast Michigan employees: 79
www.axletech.com

12. Altarum Institute

Nonprofit research institute
Southeast Michigan employees: 79
www.altarum.org

13. Great Lakes Medical Supply

Health care
Southeast Michigan employees: 87
www.glimsupply.com

14. Biker Bob's Harley-Davidson Motown

Recreational vehicle and retail sales
Southeast Michigan employees: 60
www.BikerBobsHD.com

15. Gallagher Benefit Services

Professional services
Southeast Michigan employees: 63
www.gallagherbenefits.com

How winners were chosen

PricewaterhouseCoopers LLC, Google and Michigan Financial Companies Inc. were named the best places to work among businesses of their sizes in the 2008 Detroit Free Press Top Workplaces Survey. The survey, conducted by Workplace Dynamics of Exton, Pa., drew responses from 23,372 employees at 191 employers throughout southeast Michigan.

The companies were rated in categories of up to 150 employees, 151-500 employees and more than 500 workers.

PricewaterhouseCoopers LLC and Google captured the top spots in the large- and medium-size categories, respectively, while the lesser-known Michigan Financial Companies Inc. led the small-company list.

"At the very best organizations, people really believe the organization is going in the right direction and operates by strong values and ethics," said Doug Claffey, chief executive officer of WorkplaceDynamics, an Exton, Pa.-based company that designs and conducts workplace surveys, including the one for the Free Press.

Our Objective

To utilize our collective expertise in Financial and Estate Management, Corporate Sponsored Retirement Plan Development and Risk Management, to help high net worth individuals, business owners and corporations meet and exceed their financial goals.

Resources at Michigan Financial Companies

- ❖ We provide financial solutions to meet the financial needs and goals of our clients.*
- ❖ We provide life insurance, disability income insurance, long term care insurance, annuities, investment products, employee benefits, and consulting services to individuals and businesses. We provide products, but with planning and problem solving services, we can usually help our clients in understanding how to reach their financial objectives. Products are only vehicles that make the plan work.*

Resources at Michigan Financial Companies For:

INDIVIDUALS

Financial Planning Analysis

Asset Accumulation

Asset Protection

Income Replacement

Risk Management

Life Insurance

Disability

Money Management

Budget

Asset Conservation

Estate Conservation

College Funding

Resources at Michigan Financial Companies For:

BUSINESSES

Business Planning Analysis

Succession Planning

Business Valuation

Buy-Sell Strategies

Funding Option Analysis

Key Person Insurance

Payroll Deduction Plans

Executive Bonus Plans

Split Dollar Life Insurance

Deferred Compensation Funding

Selected Supplemental Retirement Packages

Pension/Profit Sharing Plans

Employee Benefit Plans

Resources at Michigan Financial Companies For:

RETIREMENT PLANNING

Individual Retirement Accounts (IRAs)

Tax-sheltered Annuities (TSAs)

Pension Plans

401(k), 457 Plans





Gary W. Nustad, CLF **Director**



Gary Nustad is a director with Michigan Financial Companies, a financial services firm specializing in estate planning, wealth accumulation, business planning and executive benefits for both publicly and privately-held companies.

Gary has achieved national recognition for his ability to lead and grow complex organizations. Having begun his career 25 years ago with Franklin Life, he was awarded Great Lakes District Manager of the Year in 1986, 1988 and 1990. He was appointed Managing Director of The MONY Group (Mutual of New York) in 1998, responsible for offices in Michigan, Ohio and Indiana. During his tenure, his organization experienced a 63% growth in revenue.

Gary specializes in estate and business planning, with specific focus on creating trusted alliances with CPA Firms, Law Firms, Independent Property Casualty Agencies, Community Banks and Group Benefit Firms. His expertise in family owned business succession planning is invaluable. Gary has spoken nationally on various aspects of personal growth, leadership skills and organizational growth models.

Education

Bachelor of Arts, 1975
University of Detroit
Detroit, Michigan

Professional Designations & Certifications

- Chartered Leadership Fellow (CLF)
- FINRA Series 6, 63, 7, 65 and 24 registrations
- Life and Health licenses

Awards & Achievements

- Million Dollar Roundtable Qualifying Member
- Life-time Member (Personal and Agency) Franklin Life Million Dollar Conference
- Great Lakes Region (Franklin Life) District Manager of the Year- 1986, 1988 and 1990
- 1980 Michigan High School Athletic Association Coach of the Year (Detroit Free Press/Detroit News)- Clarkston, MI

Memberships & Affiliations

- NAIFA
- GAMA International
- Society of Financial Service Professionals
- The Christopher Reeve Foundation
- National Center for Missing and Exploited Children
- Michigan Association of Police Child ID Program

Personal Data

Resides in Auburn Hills with one daughter.

Resources at Michigan Financial Companies For:

EDUCATIONAL SEMINARS

businessKillers

Family Matters

Survival & Increasing Business Profits

Key Executive Compensation

Financial Planning for the High Income/Net Worth Client

Asset Protection Planning

Common Estate Planning Mistakes & How To Avoid Them

Long Term Care

College Education Funding

Investment Analysis & Appropriate Decision Making

Resources at Michigan Financial Companies For:

TRUSTED ALLIANCES

CPA Firms

Law Firms

Independent Property & Casualty Firms

Community Banks

Group Benefit Firms



Leadership Team



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