

TECHNOLOGY: CHANGING THE FACE OF EDUCATION FOR OUR STUDENTS (see p. 20)

For the city of Sandy Springs

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## Bill Spalding Taking Client Care to New Heights

**MOUNT VERNON  
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**SANDY SPRINGS,  
YOU'VE COME A LONG WAY**

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CRUNCHCAKES  
& MORE**  
Food That Gives You  
a Reason to Wake Up Early





PHOTOGRAPHY JACK TUZYSKI

# Taking Client Care to New Heights

by Linda L. Schmidt

## LOUVRE ATLANTA

Louvre Atlanta is an international partnership between the High Museum of Art and the Musée de Louvre from October 2006 through August 2007. The High will present a series of special exhibitions celebrating the centennial of the Louvre's relocation to Paris, along with a special program for a national museum.



Periodically, Bill Spalding hosts client appreciation events, such as a cocktail reception and ticketed entry to "Louvre Atlanta" at the High Museum of Art. Spalding and clients Maureen and Barry Sikes thoroughly enjoyed the chance to visit at the exhibit.



Almost 25 years ago, a young professional woman with a small nest egg approached a big investment firm for help. When the assigned representative reviewed her finances, he said he couldn't help her, but there was a new man in the office who might review her portfolio. The message was clear: she didn't have enough money to warrant his attention.

The "new man" she was referred to was Bill Spalding and the young professional woman was Leslie Gerber. "I liked him right away," says Gerber. "His approach to me was that we were both starting out and we would grow together. Even from the beginning, I could tell he lived and breathed financial issues. I trusted that he would be watching over me and he was. He is extremely ethical and he has a very strong sense of what is right."

A sampling of Bill Spalding's clients reveals many similar comments that explain why he eventually rejected the "big firm" mentality to start his own company, Bill Spalding Financial Services, 10 years ago:

*"What normally happens with a client relationship is that once someone gets you as a client, they stop paying attention. Bill has not done that. He has kept us informed through good and bad times in the stock market. From a small business owner's point of view, he knows how to keep current clients happy and informed."*

- Jimmy Rocco, South Carolina

*"Bill took the big picture approach to guiding me on how I should handle my finances. Other financial advisors had pretty much ignored me. I never talked to them, except when I called them. Bill is not like that. He's a wonderful person, very kind and he listens."*

- Dr. Linda Spencer, Georgia

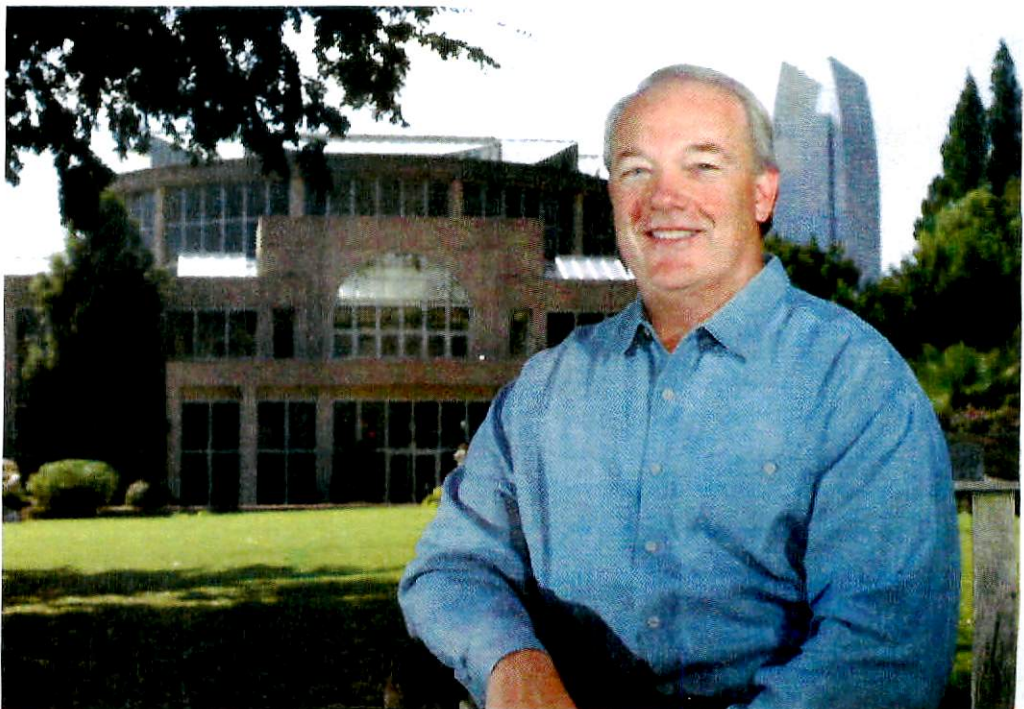
Personal attention to his clients and a strong work ethic are what set Spalding apart from many other financial advisors. "The work I do for an individual or a family can affect their livelihood for years to come," says Spalding. "I believe that I have a stewardship to safeguard

and protect my clients' assets to the best of my ability. I also believe in building relationships that stand the test of time. These core beliefs guide the way I operate my business."

When he broke away from the big firm 10 years ago, Spalding set out to develop the type of service range and investment options that he'd like to see if he were the client. The business he designed gives him access to the top-rated independent investment managers in the United States.

In addition, from a pool of independent professionals, including CPAs and attorneys, Spalding has the ability to recommend appropriate advisors when clients ask for help in other areas. "I have pre-screened these individuals so that I can vouch for their ethics, their pricing and their capabilities," he says. But Spalding still does all the problem solving and portfolio design personally. Unlike the big Wall Street and online brokerage firms, at Spalding's company there are no cookie-cutter solutions. His professional fee includes ongoing financial advice and investment management. "I serve as the client's financial guide, providing professional, unbiased advice through all the ages and stages of their life," he says.

The Botanical Gardens hosted an event by Bill Spalding Financial Services.

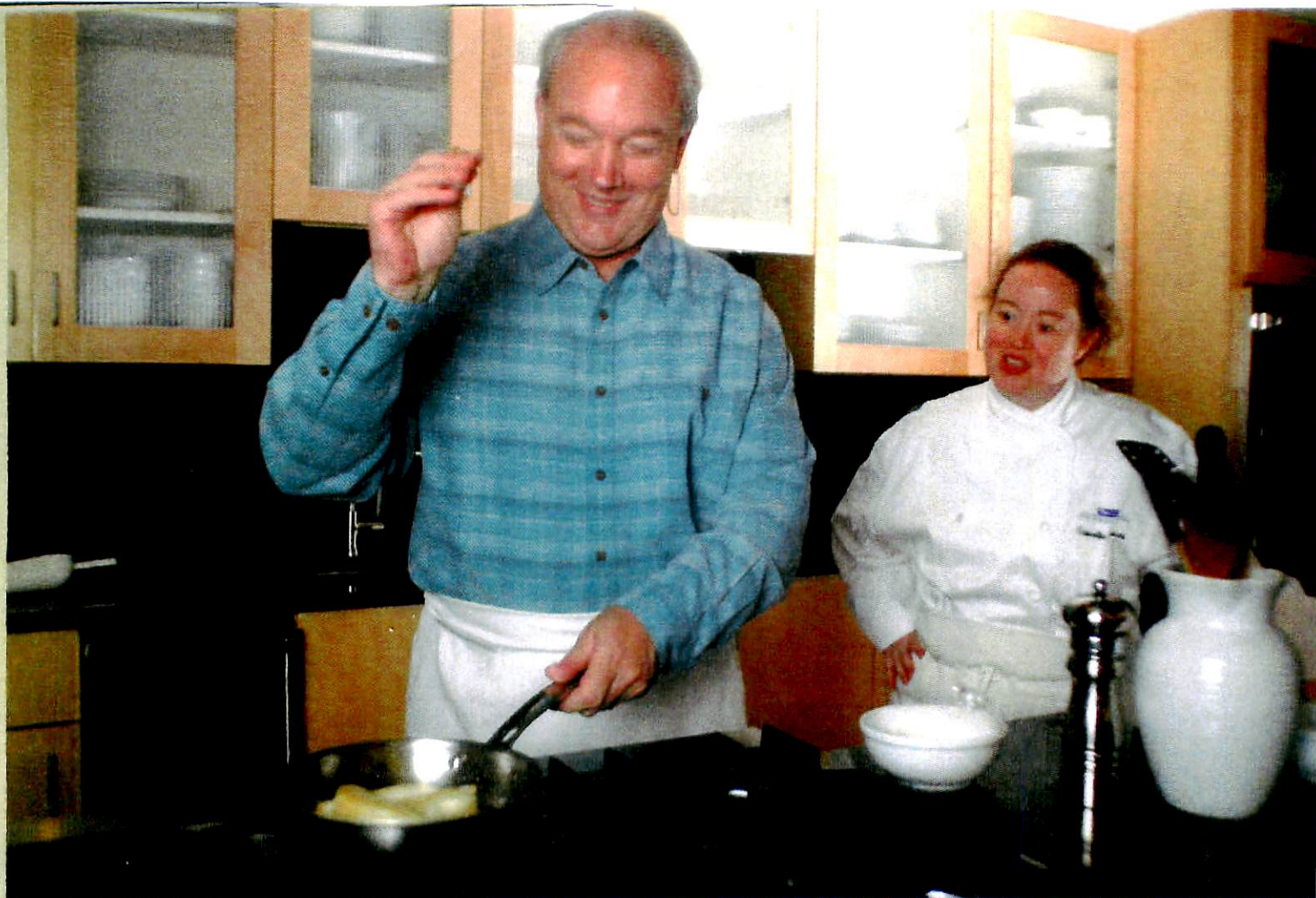


#### A COMMITMENT TO SERVE

Bill Spalding's commitment to providing service extends from his clients to the community. He is in his second year as chairman of the Sandy Springs Business Association, which has grown to 431 members. Spalding is also an active member of The Luxury Marketing Council of Atlanta and is former president of the Serra Atlanta organization.

Long-time client Barry Sikes became associated with Spalding when he designed a 401(k) plan for his business in 1991. "Bill has been instrumental in providing good, solid financial advice through a wide spectrum of issues and he put me in touch with other professionals, such as my CPA and legal advisors," Sikes says. "The combination of these people working together has been terrific. The other thing he has





been great about is keeping me up to date with information involving wealth management and finances.”

### **Unique Client Appreciation and Education Events**

Another thing that sets Spalding's practice apart from the big institutions are his client appreciation and education events. “We try always to include a good dose of entertainment and relationship-building, while at the same time focusing on financial education,” Spalding says.

“Spalding University” at Barnsley Gardens was one of those events; it combined recreational activities (golf, tennis, spa appointments) with a seminar that featured professional money managers and ended with a group dinner.

During the bear market of 2001, Spalding decided to be proactive in communicating with his clients. He conceived a “Food and Finance” series and invited clients to four evening events at a culinary school

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where first a celebrity chef taught cooking techniques, and then mini-seminars were given on the stock market and other financial issues “to give clients the intellectual and emotional tools to cope with the economic turmoil.”

Other events, many of which have included a charity benefit, have been held at the Chastain Horse Park, Swan Coach House, Botanical Gardens and High Museum of Art. Recently, Spalding's clients were invited back to the High Museum for a cocktail reception and ticketed entry to the “Louvre Atlanta” exhibit. “This event was in celebration of my 25 years in business and my 10th year of Bill Spalding Financial Services,” says Spalding. “I wanted to honor and thank my clients for the relationships we have by bringing them to this wonderful exhibit.”

He continues, “It's important for my clients to know that I am there for them over the years. Many issues that families face affect their finances and I have found that there are a variety of things I can do to help guide them through those issues. They are not just numbers on a financial statement to me, but real people with families who depend on them to make the right choices. Ultimately, I want to be seen as the right choice for my clients and their families.”

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*Bill Spalding Financial Services celebrates its 10th anniversary this year and Bill Spalding celebrates his 25th year as a financial advisor. To learn more, call 404-255-3331 or visit [www.spaldingfinancial.com](http://www.spaldingfinancial.com).*

*Linda L. Schmidt is a freelance writer based in the new city of Sandy Springs.*