

Web Content – Wealth Management

Portfolio Management>Investment Philosophy>

The Importance of Independent Investment Advisors

At Uper Wealth Management, our independence is critical to providing what our clients demand – objective investment advice. To ensure our independence, we refrain from selling investment products for commissions. Rather, we are compensated solely for the advice we provide.

Selling branded investment products for commissions has become commonplace in our industry. In many instances, the products sold are among the best options available for certain investment objectives. At times, however, potential conflicts of interest exist. Doing what's right for the client may conflict with maximizing advisor revenues. Such conflicts can impair advisor objectivity, so we avoid them. Our clients benefit from the fact that our investment recommendations always are unbiased. And, because Uper Wealth Management advisors aren't required to sell branded investment products, our clients enjoy a broad spectrum of available investments.

Our independent stance is something of an anomaly for our industry, but it suits our clients – many of whom have been referred by our affiliated CPA firm. They understand the value of paying for objective advice from independent consultants. And, they recognize that portfolio management is an important part of a holistic approach to wealth management.