Long River Wealth Management

How our team got its name

Long River Wealth Management offers broad industry knowledge and decades of experience, which we dedicate to managing your entire financial situation. Our goal is to help you find answers to your most important questions.

As viewed from the 17th floor of One State Street in Hartford, the Connecticut River is one of the more beautiful bodies of water that meander across the landscape of this country. The word "Connecticut" is derived from Native American words meaning "long tidal river." Forty-nine navigable miles from its mouth on Long Island Sound and 360 miles south of its origins on the Canadian border, the Connecticut River in Hartford is tidal—it ebbs and it flows. Over time, there are storms and droughts that alter its tidal range, but there is also a permanence and a predictability to the tidal change and the river itself.

The "long tidal river," when viewed from above, brings a needed perspective to the observer and serves as an instructive metaphor for our wealth management professional work and calling. Navigating a long, tidal river is a journey—it requires skill, experience and discipline as well as a focus on the distant horizon, not simply the next wave or a current change.

Like the "long tidal river," financial markets also ebb and flow and subject the traveler to occasional heavy weather. To navigate these markets, the traveler has to anticipate change but commit to staying the course. The course may look easy. It seldom is. It is best to have an experienced navigator at the helm.

Our mission at UBS in Hartford is to guide our clients—the travelers, if you will—along the "long tidal river" of wealth management to their desired destination, safely and successfully. The challenges and responsibility implicit in this mission are significant.

The view from above gives perspective to the task. Take a moment to pause and reflect—the Connecticut River is indeed a metaphor for our work. And the origin of our group's name: Long River Wealth Management.

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