

ST. LOUIS FINANCIAL SPOTLIGHT

Wealth Side by Side

Striving to help clients preserve their legacy, **Socium Advisors** celebrates meaningful growth.



FROM LEFT TO RIGHT: Tripp Kelly, Partner; Michelle Magner, RICP®, CLU®, ChFC®, CASL®, Partner; Scott Underwood, Founder and CEO; and Justin Boeving Sr., Partner.

For Scott Underwood, founder and CEO of Socium Advisors, 2023 marks the fifth consecutive year he is named a top 1,200 advisor by *Barron's*, ranking sixth in Missouri this time around. Based on the firm's track record of helping to preserve clients' wealth over the long-term, he also made *Forbes* and SHOOK Research's Top Financial Security Professionals Best-In-State list in both 2022 and 2023.

The future looks ever brighter for the St. Louis-based team as Socium's partners, Underwood, Michelle Magner, Tripp Kelly, and Justin Boeving, are working together to drive growth. Having grown organically to \$1.5 billion in assets under management since its founding in 2009, the firm is

broadening its offerings with the mission of providing truly comprehensive wealth planning services for clients. In early 2023, Justin Boeving merged his practice, Athletes Advantage Financial, with Socium, bringing experience serving athletes and entertainers. Socium, a Latin term for "partner" or "ally," continues to focus on growing in the mergers and acquisitions space so the team can provide clients a varying range of high-level expertise and ensure they are bringing the right resources to the table.

Socium's clients—including executives at publicly traded companies, attorneys, CPAs, athletes, and aspiring high net worth families—are often seeking a uniquely personalized, outcome-based financial plan that encompasses both growth

and risk factors (including tax and debt management). Socium's advisors can help clients learn to control spending and savings while putting plans in place to prepare families for events that can't be controlled.

"An investment plan is not a financial plan. And an insurance plan is not a financial plan," says Underwood. "Our strong relationship with Northwestern Mutual allows us to package world-class

insurance products seamlessly with our investment services. Our goal is to help ease drama in volatile markets when investors are tempted to make emotional decisions. A well-built financial plan can help guide people toward more well-thought-out decisions."

Casting a Wider Net

Prioritizing building a strong team, Socium provides an operating platform that helps professionals do what they do best—help solve problems and guide people as they achieve their goals.

"Producers are looking for a good home and platform to grow their business without the hassles of running a business. Socium can provide efficiency and scale to free them to service," explains Underwood.

One thing Underwood won't do is grow at the expense of client service. Frequent communication is a company trademark—and not just in good times. Socium wants to be someone's first call during challenges. When clients' career takes a turn, they experience a liquidation event, or other factors impact their goals, the advisors seek to become a valuable sounding board for life.

"Many of our clients' net worth is tied up in the company they own or manage," concludes Underwood. "We pride ourselves on walking with them side by side every step of the way, guiding them around pitfalls as they pursue their dreams."



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Barron's "Top 1,200 Financial Advisors" list (April 2023), based upon data as of 9/30/2022. *Forbes* Best-in-State Top Financial Security Professionals list (July 2022 and 2023), based upon data as of December 31st of the preceding year. Research and ranking provided by SHOOK Research. Payment was not made for placement on 3rd party rating lists, however payment for marketing fees to these organizations to promote the rating(s) may be made. Rankings and recognitions are no guarantee of future investment success. Scott Underwood uses Socium Advisors as a marketing name for doing business as representatives of Northwestern Mutual. Socium Advisors is not a registered investment adviser, broker-dealer, insurance agency or federal savings bank. Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company, Milwaukee, WI (NM) (life and disability insurance, annuities, and life insurance with long-term care benefits) and its subsidiaries. Investment advisory services provided as Advisors of Northwestern Mutual Wealth Management Company®, a subsidiary of NM and federal savings bank. Investment brokerage services provided as Registered Representatives of **Northwestern Mutual Investment Services, LLC**, a subsidiary of NM, registered investment adviser, broker-dealer and member FINRA and SIPC. Insurance Agent of NM.