

**Joe Betcher, Financial Advisor and President of Betcher Financial, stands near some of the many awards he has received for his service.**

(Observer photo by Lori Phillips)



# Betcher Financial allows you to achieve your financial goals

by LORI PHILLIPS  
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There's an old saying that states that if you fail to plan, then you are planning to fail. This is especially true when it comes to your financial future.

Are you confident in your financial literacy? Or does the multitude of options make your head spin and leave you feeling paralyzed? In either case, it's important to remember that winning sports teams have knowledgeable coaches that guide them to victory. Even experienced money managers can benefit from the expertise of a financial advisory team that makes it their business to keep current on the latest finance laws.

"A good financial advisor can make all the difference," said Joe Betcher, president of the Betcher Financial Group. "Imagine if you found out that what you thought was true (about finances) wasn't? When would you want to find out?"

The team of experts at Betcher Financial can help you map out a plan that is most beneficial to your specific circumstances. Whether your goals are related to your business, retirement, or estate planning, Betcher said, "We help protect people against unnecessary risk."

In addition to their

knowledgeable office management team, they have six full-time financial advisors and a certified financial planner available on staff to help safeguard your future.

"We've aligned ourselves with the very best estate attorneys in the area," Betcher said. "We also have several strong CPA alliances. Both have referred a lot of business back to us."

It's easy to see why. His walls are covered with recognition plaques. He said that one highlight was being named Chairman Council Member of MetLife. This honor is awarded to those who have mastered the ability to attract, develop and retain clients by helping them to meet their financial security needs.

He also has had the distinction of being the only Michigan representative to grace the cover of *Significance* magazine, a MetLife publication. Some other awards include being named Top of the Table by the Million-Dollar Round Table, Producer of the Year for eight years straight including 2011, and being named to the Chairman's Council — Top 30 in the country.

"Throughout the years, we've done so much good for so many people; helping

businesses to succeed and individuals protect their families," he said. "We are the retirement and estate planning experts. Before you retire, call us."

As a Washington resident who went to high school in Romeo, Betcher says that he is "excited to share his knowledge with his hometown community."

The Betcher Financial Group can be found in the Sterling Town Center building, at 12900 Hall Road, suite 435, in Sterling Heights. The multi-story building can be found west of Schoenerr, on the south side of the road.

The team at Betcher Financial offers flexible hours to accommodate their customers. Call (586) 726-8866 to set up an appointment. Tell them you saw this article and receive a free portfolio analysis.

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