

Jay Foltz, a Romeo native, is a life advocate at Betcher Financial Group, specializing in helping people with life insurance policies. He was the producer of the year in 2013 for the financial consulting firm.
(Observer photo by Chris Gray)



Betcher Financial Group: Focusing on improving life

by **CHRIS GRAY**
Observer Staff Writer

Jay Foltz may work at an independent financial firm, but his title of “life advocate” better reflects his goals when providing financial advice.

Foltz, a Romeo native, belongs to a team of professional advisors at Betcher Financial Group that want to bring a genuine passion to people who are setting financial goals.

Betcher Financial Group was founded in 2000 by Joe Betcher, a 1994 Romeo High School graduate and Washington Township resident. He said Foltz earned the title of life advocate because of the passion, care and expertise he gives to clients.

“A life advocate means helping people make decisions deep down they know they should make, and being an advocate for people who can’t speak for themselves like younger kids,” Betcher said.

Foltz said he was motivated to work for Betcher Financial Group after he and his wife lost one of their twin daughters in 2012 to Sudden Infant Death Syndrome. On top of the heart-breaking loss, the family struggled with the loss of income from time off work and the costs of the funeral service due to not having life insurance for

their daughter.

“I thought to myself ‘if I’m in this situation, what are other people going to do?’” he said. “So my main thing was I’ve got to get out there and try to help some other people try to avoid the hardship we’ve gone through.”

Foltz left a successful construction management career to join Betcher in December 2012, specializing in life insurance. He said when he reviews a client’s life insurance plan, they are often surprised to discover how much their families would lose or have to pay in the event of an untimely death.

“Once we start talking, they didn’t understand how under-insured they were,” he said.

Foltz’s drive is seen through his earning the top producer award for 2013. He said life insurance provides the best of both worlds since contracts can protect someone financially due to untimely death, but in continuing to live they have access to the cash value for any reason throughout their lives.

“The biggest reward is . . . to be able to put these families in a position to not be in financial ruin, to grow financially and protected,” he said.

Aside from insurance, Foltz and other advisors at

Betcher provide advice for retirement, estate planning, pension buyout and more, helping balance investments so they perform their best. Betcher said his company’s goal is to help people create plans that keep more money in their pockets.

“It’s not what a person makes, it’s what they can keep of what they make,” Foltz said. “We help people find money they’re spending unknowingly and unnecessarily.”

Betcher said the right time to start investing in retirement is “right away,” as they can start accumulating what they need to reach their goals sooner. To help get started, Betcher Financial Group provides a free financial analysis to clients.

“Wealth management without risk management is risky wealth management,” Betcher said.

In addition to its advisors, Betcher’s website provides information like quote requests, a glossary of terms and calculators for 401K, Roth IRA and life insurance needs.

The main office is located at 12900 Hall Road, Suite 300, in Sterling Heights with additional offices in Southfield and Grand Rapids. Call (586) 726-8866 or visit www.betcherfg.com for more information.