



Goldstein Advisors
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Jon Goldstein

Chief Executive Officer

CFP®, AWMA®, APMA®, CRPS®, CRPC®, CLU®, CLTC, ChFC®, MS, MSPFP®, MPAS®

Jon is the CEO of Goldstein Advisors and has more than 25 years' experience delivering independent financial services and education to private clients, colleges and industry. Jon combines his background in research and analytics with a natural ability to explain and articulate complex concepts, helping his clients make well-informed decisions and find meaningful solutions. Jon has structured his team to reflect the unique experience of providing education, research, application and communication in an effective manner, with the intent to make advanced investment management, complex estate planning and complicated tax planning strategies understandable and executable.

University of Wisconsin-Madison

Faculty Advisor and Senior Lecturer - Personal Finance

Undergraduate/Graduate and Certification and Curriculum Development
for the Certified Financial Planner Designation:

CS 275 Introduction to Personal Finance

CS 501 Estate Planning and Wealth Preservation

CS 560 Retail Finance and Promotions

CS 627 Advanced Consumer Finance – Investments

CS 665 Risk Management

CS 675 Certified Financial Planner Capstone

CS 601 Consumer Sciences

TSA Liaison - University of Wisconsin Hospital and Clinics

TSA Liaison - University of Wisconsin System

Retirement Issues Committee

Academic Staff Assembly Representative District #260

NCAA Fiscally Fit Program – Curriculum Development - UW Madison Athletic
Department, Academic Services and the Office of Student-Athlete Development

The College for Financial Planning

Adjunct Faculty - Certification Courses:

CRPC® - Chartered Retirement Planning Counselor (SM)

AAMS® - Accredited Asset Management Specialist (SM)

Industry Licenses

FINRA Series 7 General Securities Representative

FINRA Series 4 Registered Options Principal

FINRA Series 24 General Securities Principal

MSRB Series 51 Municipal Fund Securities Principal

NASAA Series 63 Uniform Securities Agent

NASAA Series 65 Uniform Investment Advisor Law

Continued on reverse.



**GOLDSTEIN
ADVISORS**

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AWARDS AND RECOGNITION

Barron's® Top 1,200 Financial Advisors: State-by-State Rankings, 2014-2019*
Financial Times - 400 Top Financial Advisor 2017**
Forbes - Best In State Wealth Advisor – 2018-2019***

PROFESSIONAL DESIGNATIONS

Certified Financial Planner Professional (CFP®)
Accredited Wealth Management Advisor (AWMA®)
Accredited Portfolio Management Advisor (APMA®)
Chartered Retirement Plan Specialist (CRPS®)
Chartered Retirement Planning Counselor (CRPC®)
Chartered Life Underwriter (CLU®)
Certified Long-Term Care Specialist (CLTC)
Chartered Financial Consultant (ChFC®)
Master of Science - Resource and Developmental Economics (MS)
Master of Science - Personal Financial Planning (MSPFP®)
Master Planner Advanced Studies (MPAS®)

PROFESSIONAL MEMBERSHIPS

CFP® Board of Standards
CFP® Board Registered Programs (Directors)
Financial Planning Association (FPA)
Investment Management Consultants Association (CIMA)
National Association of Estate Planners
Kier Educational Resources Alumni
ISO 31000 Risk Management Group

COMMUNITY SERVICE AND ADVOCACY

Badger Air Community Council
Madison4Kids
Guarding Against Cancer
Glacier's Edge Council, Boy Scouts of America
Perinatal Association
University of Wisconsin Orthopedic Development Board

*Barron's Magazine Top 1200 Advisors in America and Top 50 Financial Advisors in Alabama are chosen based upon a proprietary methodology consisting of three major components: assets under management, revenue generated for their firms, quality of service and regulatory records. Investment performance is not an explicit factor, because audited performance records are not available. Total assets are all assets overseen by the adviser's team, including some that are held at other institutions. The rankings are based on data provided by individual advisors and their firms. Advisor data is confirmed via regulatory databases, cross-checks with securities firms and conversations with individual advisors. No compensation was received from participating firms or advisors. This ranking is not indicative of the advisor's future performance.

**The Financial Times Top 400 Advisors list recognizes the top advisors. Ignites Research created the methodology and ranked the advisors. Advisors reporting \$300 million or more in assets under management and more than 10 years' experience were allowed to apply. There were approximately 880 qualifying advisors. The Financial Times scored candidates on six criteria: assets under management (AUM), AUM growth rate, years of experience, compliance record, industry certifications, and online accessibility. Assets under management accounted for an average of 70 percent of each advisor's score. AUM growth rate accounted for an average of 17 percent. The Financial Times places a cap on the number of advisors from any one state that roughly corresponds to the distribution of millionaires across the United States. This award may not be representative of any one client's experience. The award is not indicative of the investment advisor's future performance. The advisor does not pay a fee to be a recipient of this award.

***The Forbes ranking of Best In State Wealth Advisors list, is developed by SHOOK Research. It is based on an algorithm of qualitative and quantitative data, rating thousands of wealth advisors with a minimum of seven years of experience and weighing factors like revenue trends, assets under management, compliance records, industry experience and best practices learned through telephone and in-person interviews. Data is provided by the advisor and is not verified by the Securities America. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Past performance is not an indication of future results. Requirements to qualify include: seven years as an advisor; minimum of one year at current firm, with exceptions (acquisitions, etc); advisor must be recommended, and nominated, by their firm; completion of an online survey; over 50% of revenue/production must be with individuals; and an acceptable compliance record. Quantitative factors that are reviewed include: revenue/production, with weightings assigned for each; assets under management (and the quality of those assets) both custodied and a scrutinized look at assets held away; client-related data, such as retention; portfolio performance is not a factor as audited returns among advisors are rare and differing client objectives provide varying returns. Qualitative factors that are reviewed are telephone and in-person meetings with advisors; compliance records and U-4s; advisors providing a full client experience that includes their service model, investing process, fee structure, and breadth of services; credentials; use of team and team dynamics; community involvement; and discussions with management, peers and competing peers.



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