



## John Litscher, CFP, CRPC, AWMA, CRPS

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I believe that everyone deserves financial peace of mind, especially during life's most meaningful transitions. This core belief drives everything we do at The Capital Group - not just managing assets, but empowering people to live their best lives. At The Capital Group, we specialize in comprehensive financial planning that transforms retirement concerns into confidence. Our approach seamlessly integrates Retirement, Tax, Investment, Insurance, Estate, and Philanthropic planning into personalized strategies that help retirees leverage what they've built while creating opportunities for what lies ahead.

Since starting my career as an advisor in May of 2000, we've guided hundreds of families through life's most significant financial transitions with both genuine care and technical expertise. This client-centered approach has earned recognition as a Forbes' 2025 Best-In-State Wealth Advisor, [etf.com](https://www.etf.com)'s 2025 Top 100 Financial Advisors in the country, InvestmentNews' Top Advisors in 2025, and InvestmentNews' 5-Star Financial Planner.

### A Legacy of Trust and Achievement

What began as a three-person team in 2003 has grown into a thriving practice with over \$1 billion under advisement as of 1/1/2025, and fourteen dedicated professionals. Our growth reflects not only the trust placed in us by clients but also from respected employers such as UW Madison, UW Hospital and Clinics, City of Madison, Madison Metropolitan School District, Medical College of Wisconsin, Meriter Hospital, and Edgewood College.

### Beyond the Balance Sheet

My commitment to community extends beyond financial guidance. As a Make-A-Wish wish granter volunteer, I help families navigate challenging times by bringing moments of joy during their wish journey. I'm proud to serve on Summit Credit Union's Board of Directors and have previously served on boards for the University of Wisconsin Hospital and Clinics, Gilda's Club, and the Tommy G Thompson Charity. My past work with the Optimist Club of Madison included leading the Southern Wisconsin Optimist Children's Cancer Campaign and establishing and leading a monthly meal program to provide home-cooked meals to children, families, and healthcare workers facing difficult situations at the American Family Children's Hospital.

### Let's Connect

When I'm not spending time with my wife and two kids in Middleton, including coaching my two middle schoolers in multiple sports, you'll find me enjoying Wisconsin's sports scene and exploring the world with my family as we travel.

I look forward to hearing your story and exploring how we might work together to secure your financial future!

Securities and investment advisory services offered through **Osaic Wealth, Inc.** member FINRA/SIPC. **Osaic Wealth** is separately owned and other entities and/or marketing names, products or services referenced here are independent of **Osaic Wealth**.

Forbes "Best-in-State Wealth Advisors" list, (April, 2025). The ranking for this list by SHOOK Research is based on due diligence meetings to evaluate each advisor qualitatively, a major component of a ranking algorithm that includes: client retention, industry experience, review of compliance records, firm nominations; and quantitative criteria, including: assets under management and revenue generated for their firms. Forbes is a trademark of Forbes Media LLC. All rights reserved. Rankings and recognition from Forbes/SHOOK Research are no guarantee of future investment success and do not ensure that a current or prospective client will experience a higher level of performance results and such rankings should not be construed as an endorsement of the advisor.

John Litscher was named a 2025 Leaders: Top 100 Advisor by [etf.com](https://www.etf.com), which was sponsored by Invesco Distribution, Inc. The [etf.com](https://www.etf.com) Leaders list spotlights advisors who have demonstrated outstanding expertise, growth, and leadership in helping clients navigate the ever-evolving world of exchange-traded funds in portfolios. John applied for this recognition. No fee or compensation was provided or required for consideration or inclusion on this list. Third-party rankings and recognitions are no guarantee of future investment success and do not ensure that a client or prospective client will experience a higher level of performance or results. This ranking should not be construed as an endorsement of the advisor by any client nor are they representative of any one client's evaluation. For more information, please visit <https://www.etf.com/leaders>.

The Top Financial Advisors in the USA issued by Investment News on 2/10/2025 for the time period of August 2023-2024 was awarded to John Litscher. InvestmentNews first solicited nominations from advisors, industry professionals, and clients. Only advisors nominated were eligible for the list. All information on the nominees had to be verified by their firm's compliance team before it could be accepted. The final list was determined based on each advisor's weighted ranking in overall AUM, AUM growth, and client growth (between August 2023 and August 2024). No fee was paid for the nomination, receipt, or promotion of the award. Third-party ratings are no guarantee of future investment success and do not ensure that a client or prospective client will experience a higher level of performance or results. These ratings should not be construed as an endorsement of the advisor by any client nor are they representative of any one client's evaluation.

The 5-Star Financial Planner recognition is based on a nationwide survey, conducted by InvestmentNews, between November 18 and December 13, 2024, to recognize outstanding financial planners in America. The survey sought nominations for financial professionals who exemplify excellence, integrity, and dedication in helping clients achieve their financial goals. Participants were asked to provide detailed information on nominees, including professional credentials, areas of expertise, and significant achievements. Nominations required confirmation from the nominee's compliance team to ensure authenticity and adherence to ethical standards. The IN team conducted an objective evaluation of each entry, assessing the detailed information provided. This evaluation also involved benchmarking against other submissions to determine the winners.