



As Seen In... Forbes, September 15, 2008

Cronkhite Wealth Strategies

Financial Services and Insurance Planning

With "The Living Balance Sheet®"

When Lacy Cronkhite first started out in the insurance and financial services business almost 15 years ago, she thought she had it all figured out. She remembers a conversation with her grandmother explaining in great detail her future plans. "I had all the what, when and how's figured out," Cronkhite said. "Of course, grandma said with a smile, 'Yes, when I was your age, I had it all figured out too.'"

Cronkhite has taken that simple, nurturing advice to heart in helping her clients. "Things change," she says, "Long-term financial needs are impossible to predict. The combination of long-term inflation, all forms of taxes, a declining market, college tuitions, weddings, divorces and all the unexpected things life throws at us, can put major pressure on even the best laid plans."

Her company, Cronkhite Wealth Strategies offers a system and a process for individuals, retirees and business owners that help them take the costly guesswork out of building and conserving wealth. "Our process takes a wide-angle, holistic view at each person's financial picture and allows us to constantly stress-test products and strategies,"



Lacy Cronkhite

Cronkhite says. "Insurance products need to be built to last, debt needs to be managed effectively and cash flow needs to be able to handle the full impact of what your 'tomorrows' will cost. We must have a full understanding of the eroding factors so we can determine the real rate of return on our money."

"If we continually ask these questions and test these strategies, we won't

find ourselves behind in keeping up with the real cost of living," Cronkhite adds. "Most of my clients are good at making money. They just need a little help in finding ways to keep it."

Cronkhite offers clients an important tool to simplify their financial world – "The Living Balance Sheet®", proprietary software developed by The Guardian Life Insurance Company of America. It allows clients to bring all their financial data from a variety of institutions and instruments into a single, secure Web site that can track investments in real time.

"We are all drowning in a mountain of data. With the help of "The Living Balance Sheet®" our clients are able to organize their financial houses and keep them organized. It's the ultimate organizational tool," Cronkhite says. "If I could only figure a way for it to organize my closet, my life would be complete."

Of course, "The Living Balance Sheet®" doesn't hand out grandma's advice. "No, that comes from me and the wisdom she passed on," Cronkhite says, "And from the knowledge that I have gained in this business."



Cronkhite's Passion: Helping Her "Champions"

Lacy Cronkhite believes everyone is passionate about something, and that these passions should be included in the insurance and financial services process.

One of Cronkhite's passion's the last several years has been building villages around two orphanages in Uganda, which she calls her Home of Champions. On her first visit to meet the 200 children, she quickly realized she needed to create a way that would produce cash flow in order for the homes to maintain their own sustainability. With the help of friends and the Rotary Club's matching grant program, Cronkhite has written two grants that have totaled nearly \$100,000. "I've learned how to take one dollar and turn it into seven," she says.



Home of Champions

Cronkhite's efforts have enabled the orphanages to buy a tractor, milking goats, obtain clean drinking water from wells and purchase a solar-powered refrigeration system to keep the cheese and milk from spoiling. This allows the children to first consume what they need and then sell the excess for cash flow. Her next goal is to build a school.

Just as she does with her clients, Cronkhite takes a wide-angle, holistic view with her Champions. "You feed the body, mind and spirit," she says. "You first fill their bellies, teach them to fish, and show them the love of God. With that simple concept, my Champions have the opportunity to improve their quality of life and change their surroundings."



1277 Kelly Johnson Blvd., Suite 200
 Colorado Springs, CO 80920
 719-266-1267 | www.cronkhitewealth.com

"The Living Balance Sheet®" is a registered trademark of The Guardian Life Insurance Company of America, New York, NY.

©2008 EMI Network Inc. • 800-999-1950 • www.eminetwork.com