

Why We Exist

Dear friend,

Thank you for visiting our website and learning more about our firm.

We're inspired by a deep belief that the most precious gift we can give others is a higher quality of life. Professional athletes thrive on making the last minute score. Actors thrive on perfecting their character. Trauma surgeons thrive on the feeling of saving a patient. We thrive on the feeling of genuinely helping others to become better than they might be on their own. Everything we do, we strive to be indispensable to those we can help and to be missed if we were gone.

Of course, we could have chosen many career paths to satisfy this calling. But, we believe providing great financial perspectives to families is among the most noble and impactful of all. After all, it seems the three most important areas to improve the quality of our lives are our health, our relationships and our finances.

We understand that one's investments are only a small part of their overall financial challenges and concerns, so they need more than an investment advisor. And, we understand that it's so rare to feel confident when thinking about one's complete financial life. Unfortunately, life is filled with ongoing learning, growth, next stages, transitions, transformations, life lessons, epiphanies, discoveries, challenges and change. It's cliché, but life is a journey. We believe your life and your finances are undeniably intertwined. As your life changes, it affects your finances. As your finances change, whether suddenly or over time, it affects your life and your lifestyle.

United Capital Rapid City exists to provide genuine financial planning, which isn't about "selling" investments. We believe that once you feel the safety of talking about money without being worried that there is a sales pitch at the end, there's no turning back. Of course, helping clients enhance their return on investment (ROI) is an important role to our clients. But, we're most focused on enhancing our client's return on life (ROL).

Genuine financial planning is about smart, meaningful conversations. It's about guiding people through a process of aligning their best use of capital with their values. It's about finding that place where their lives and their money intersect to create their one best life.

We believe people are starving to move from a place of success to more significance, and increasingly they are looking for someone to guide them in that quest. And we believe our firm is uniquely qualified to help them do it.

Let's get to know each other. Let's do some good work. And, let's have some fun doing it!

Eric Lee