



EQUITY CONCEPTS  
*Celebrating 25 Years of Success in Stewardship*

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2017

CHAMBERRVA



BUSINESS AWARDS

*Application*

# COMMUNITY IMPACT



Equity Concepts prides itself on being involved with the Richmond community at both an organizational and individual level.

We are fortunate enough to be able to partner with and support a variety of programs in the region, offering corporate support, sponsorships, fundraising and volunteer hours. In the past year, we've sponsored events like the **World Pediatric Project's 8<sup>th</sup> Annual Rock 'n' Heal**, which helps to raise critical funds to provide hope and healing to children who lack access to lifesaving and life-changing pediatric medical care, as well as the **Boy Scout's 2016 Richmond Area Sporting Clays Classic**, which raises proceeds to support and grow Scouting programs in Central Virginia.

While we're involved with numerous organizations across the region, Equity Concepts has developed significant long-term partnerships with Robinson Theater Community Arts Center (RTCAC), Northstar Academy and The Virginia Bar Association

**RTCAC** is a cornerstone of the community, providing numerous services and opportunities to residents, like matinees, block parties, dance classes and more. However, this wasn't always the case. The theater was only able to provide all of this after a historic renovation in 2008, in which Equity Concepts co-founder Michael Thaler was a principal investor. Today, we're proud to still be involved with the theater, acting as event sponsors and supporting RTCAC's on-going programs, like its upcoming "*In the Sun Again*" Community Block Party.

**Northstar Academy** is central Virginia's only K-12 independent, not-for-profit school for children with a broad range of learning challenges. We've been lucky enough to have been partnered with them for many years now, having had multiple employees sit on its Board of Directors – the current Chair of the Board is our very own Shannon Carter, a wealth manager at Equity Concepts.

Last year, Equity Concepts celebrated its [10-year relationship](#) with **The Virginia Bar Association**. For the past decade, we've sponsored summer and winter meetings, made presentations at several VBA programs and stimulated interest in the association by working with their Young Lawyers Division.

Our office also provides another means of support for programs in the area – our Henrico location makes available our training room for the use of different local groups, teams and companies. On any given day, you may find a *Chick-Fil-A* management meeting, a *Winning The*



*Training Game* session, a CPR class being taught or a number of other events. It's a privilege to be able to provide facilities to these groups, and it allows us to support our neighbors in a meaningful way.

Beyond Equity Concepts' corporate involvement in the community, our outstanding employees go out of their way to make a difference on their own time.

In addition to co-founding Equity Concepts, Michael Thaler established his own nonprofit, **Effective Ministries, Inc. (EMI)**, also known as LINK (Leading Innovatively Niger to the Kingdom), in 2003. EMI – which is located within our very own Equity Concepts office – is able to assist several other regional non-profits, as well as work to improve the physical and spiritual lives of those we serve in Niger, Africa.

Outside of contributions to the community, EMI acts as a beacon for uniting the Richmond community in support of a number of initiatives. It holds a variety of annual events to raise money for its regional and international programs, raising **\$11,977,037** since inception.

William Saunders, our director of wealth management services, is also heavily involved with the Richmond community. Saunders has been a member of the **Innsbrook Rotary**, an organization of local business and professional leaders focused on making a difference in the region, for six years. Saunders also founded the **RVA9 Golf League**. Saunders initially started the program as the 'West End Golf League,' but he grew it beyond its Wyndham origins and expanded it to encompass players from across the region. In expanding the league, Saunders also added additional philanthropic efforts to its operations. This September, it will hold an event to raise money for The First Tee of Greater Richmond, a non-profit that works to improve the lives of young adults and children by providing educational programs, instilling life-enhancing values and promoting healthy choices through the game of golf. The organization is currently renovating one of its primary facilities, the Elson Redmond Memorial Driving Range, and upon its reopening, RVA9 will host a fundraiser at the site to benefit First Tee.

Our list of outstanding employees and their efforts in the community goes on – in 2016, our team volunteered more than **3000 hours** of community service.

We'll hope to surpass that in 2017.



# EMPLOYEE IMPACT



Our team has always felt more like a family than a group of coworkers. As an organization, we do our best to support and inspire our employees in all aspects of their lives, not just the professional ones.

Apparent from our 'community impact,' we know our team members are passionate about giving back – in recognition of this, Equity Concepts initially developed a policy that gave employees are given one paid day off a year to participate in a non-profit event of their choice. However, this past year we've amended that number to reflect our team's desire to volunteer even more. Our employees are granted **four paid days off a year** for community service opportunities they wish to pursue or support.

While many of our team members are involved with different programs across the region, we're often united in our support for Michael Thaler's non-profit, EMI. Working under his leadership, our team has been inspired by his dedication and kindness and, as a result, become even more involved with community events and fundraising. His passion for giving encourages our own desire to make a change, and motivates us to be the difference we want to see in the world. At the recent [17th Annual LINK Golf Tournament](#), the majority of staff came out to participate and volunteer – not as a part of their paid community service days, but as supporters and friends.

Equity Concepts also understands the importance of the spiritual relationships our employees nurture in their lives. Every Monday, we set aside an hour of our day to allow the team to dedicate time to morning devotions, quiet time or personal reflection. We believe this work-



free hour supports not only a positive, encouraging work environment, but our employees' own personal growth.



# ECONOMIC IMPACT



Economically, Equity Concepts has been making an impact on the Richmond region for more than 25 years. Since 1991, our organization has grown to employ 32 Richmond community members and even expanded from our one Henrico office to a second location in Carytown. As the size of our offices have grown over the years, so has our clientele. Today, Equity Concepts oversees approximately **\$875 million in assets**, most of which comes from Richmond residents.

As our organization thrives, in continuing to employ community members, we see our team directly contribute to the growth of the Richmond economy. By being an employee-owned company, our revenue goes right back into the region. Additionally, being financial advisors, we're enabling our clients to become the best stewards of what God has entrusted to them. We serve more than **2000 households**, and through our comprehensive services, help cultivate and preserve the wealth of these community members, resulting in business and consumer growth. By helping these local individuals, families, businesses and institutions achieve the financial success they desire, it ultimately gives them the means to spend, invest and donate within the regional economy.



# ACCOMPLISHMENTS & ACHIEVEMENTS

## Richmond Times-Dispatch

Trade Names

Trade Names: Equity Concepts provides financial and investment planning services



ALEXA WELCH EDLUND/times-dispatch

John Robinson (left) and Michael Thaler are co-managing partners of Equity Concepts, a private wealth management firm based in Henrico County. Equity Concepts currently is licensed in 42 states and has clients across the country.

Equity Concepts has seen a number of achievements in its years of operation. However, we don't only recognize our corporate successes, but the accomplishments of our employees, as well.

With each passing year, we continue to achieve higher standards. In 2016 alone, Equity Concepts saw its assets under management increase by \$100 million, bringing the total to approximately \$875 million. Over the past five years, we've averaged more than **10 percent annual growth** in assets under advisement, and we aim to have \$1 billion in assets under management by the end of 2017.

Last October, we celebrated our 25<sup>th</sup> anniversary, our most impressive accomplishment yet. Our years of service have seen our organization grow from a two-person startup, headquartered in a garage, to a firm that employs **40 people across three offices in two states**. Beyond our Richmond impact, Equity Concepts has expanded so significantly since





inception that it now serves clients in more than 40 states and is the parent company to two associate firms – Equity Concepts North and Seltzer Financial Strategies – which merged under the Equity Concepts brand this year. As a part of the Equity Concepts family, these two locations have garnered their own accomplishments, including a Top 100 Organizations in Central PA award, a Top 100 People in Central PA award and a 20 Under 40 recognition.

Within the company, our staff is comprised of exceptional individuals who have achieved greatness in an assortment of areas.

Our employees have established themselves as industry voices and have been featured in local and national outlets, such as ***Richmond Times-Dispatch, The Wall Street Journal, Richmond BizSense, U.S. News & World Report, Virginia Business*** and ***Financial Advisor Magazine***.

William Saunders, upon joining Rotary in 2011, saw the need for a way to unite members of the Richmond community who shared the same passion – golf. With the support of his peers, Saunders pioneered what's now the RVA9 Golf League, which started with an initial 20 participants. Today, through his astounding commitment and drive, the league has more than 370 members.

For all of his hard work, commitment and enthusiasm, Saunders was honored as the 2015 Rotarian of the Year.

Michael Thaler has been recognized twice in recent years for his charitable work through EMI by receiving a nomination for the **Community Leadership Awards**, offered annually by the *Invest in Others Charitable Foundation* and *Investment News* magazine. Thaler earned an honorable mention for the **Global Community Impact Award** in recognition of his impact on the people of Niger, Africa and Richmond in 2014 and 2016. Since inception, EMI has completed **669** projects in Niger, including providing wells, clean water, medical clinic support, orphan care and education programs. Under Thaler's leadership, EMI has funded and built two orphanages, providing **over 100** children with shelter (and still growing) and conducted **96** total mission trips, consisting of more than **one thousand** volunteers from **33** states.

Equity Concepts constantly strives to make an impact on the Richmond community and the people that live in it. Through our economic, community and employee contributions, our efforts have sparked growth, change and positivity in ways we could have never imagined. Moving forward, we hope to continue our work and act as a catalyst for Richmond's development.

