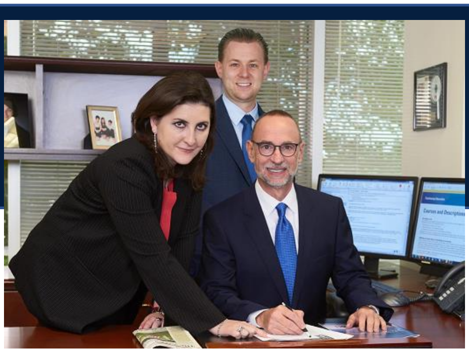
Why clients choose The Gordon Financial Group



The Gordon Financial Group at Morgan Stanley is a wealth management practice focused on providing individualized financial planning and wealth solutions to a select group of individuals, families, and businesses. Our commitment to our clients is based on three core principles.

I. Experience & Focus

- Guidance from a team of professionals with extensive experience and knowledge helping clients address financial problems and effectively make decisions
- Professionals, who are held to the highest standard of conduct, acting in the Best interest of our clients
- Highly credentialed professionals who follow a rigorous program of continuing education to stay abreast of planning & investment trends, and market opportunities

Benefit: *Advice you can trust from an experienced team equipped to help you manage your financial life.*

II. Disciplined Process

- Collaborative, in-depth financial planning process begins with identifying client aspirations, needs and priorities, recognizing that no two clients are alike
- Our conservative approach to tax-smart investing provides integration across the three stages of wealth management - accumulation, preservation, and transfer
- Combining investment planning with investment selection to build an active portfolio strategy tailored to your needs and reviewed regularly

Benefit: *Clear understanding of where you are in your financial life, where you want to be, and a disciplined plan to help get there.*

III. High-Touch Service

- An exclusive, boutique service experience with the ability to leverage the resources of one of the largest financial institutions, Morgan Stanley
- Regular, proactive communication to help clients better understand their wealth situation, adapt to life's changes, And relieve unnecessary anxiety
- An advisor whose life experiences help address your unique situation and preferences towards finding the right solution

Benefit: *Confidence in a team dedicated to helping you achieve your goals and manage the anxiety associated with your finances.*

Pictured Above:

Karina A. Elperin
Financial Advisor
Financial Planning Specialist
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