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Securing the Future for Corporate Executives

The Roth Group at Morgan Stanley

Eric S. Roth started his financial career two weeks after his college graduation with only a phone and a copy of the Yellow Pages. He had no contacts and no network, and he knew he'd have to build his business from the ground up with hustle and hard work.

More than 26 years later, Roth is Executive Director - Wealth Management of The Roth Group at Morgan Stanley, and his practice focuses on helping corporate executives plan their financial futures to maximize the hustle and hard work they've put into their own careers.

From left: Michael Lysenko, Eric Lee, Eric S. Roth, John Rusch and Patricia Lucchetti

"I look back on those early years, and that struggle was invaluable to me," says Roth. "I appreciate what I have much more than the person who didn't have that experience, and that's why I have such great relationships with my clients."

Education and Planning

The Roth Group concentrates on working with employees of large corporations across the country. Most clients are pre-retirees in their 50s, who often don't fully understand the benefits available to them through their corporate plans.

Before talking about money, Roth and his team gather documentation from prospective clients to create a comprehensive plan that addresses issues such as life insurance, long-term care, Social Security and Medicare. Each member of The Roth Group plays a role in the planning process, and the attention to detail wows prospects and clients alike.

"The average advisor focuses on money first. Our practice focuses on planning first," Roth says. "We look at everything: life insurance planning, college planning, estate planning strategy—the whole picture. We discuss every little aspect of it."

Roth says many corporate executives are lulled into believing their company is handling all the details of their benefits. As they draw to within 5-10 years of retirement, they begin to wonder if they'll have what they need for the future.

That's when they turn to The Roth Group.

"We get a kick out of teaching an executive something new about his or her benefits, whether it's a pension plan, a 401(k), stock options or restricted stock units," Roth says. "We love when they tell us, 'Oh, wow, I didn't know that.'"

Built on Shared Values

Roth is passionate about helping his clients, in part because he sees some of himself in them. In much the same way that Roth built his business, his clients have worked to build careers within their organizations, and now they want to be sure their family will be secure for years to come.

Roth, who credits his wife, Wendy, and his two children, Jeremy and Jamie, for supporting him throughout his career, can relate to his clients, and they to him. He's active in charitable endeavors, believes in work-life balance and never forgets the sweat equity he and his clients have put into their careers.

"I truly do want to help people, and that shines through with the people I meet," Roth says. "They can see I'm not just out for the almighty dollar."

Meet the Team

- **Michael Lysenko IV, CFP®, CRPS®**, Financial Advisor, helps corporate executives create financial plans that integrate their corporate benefits and address needs such as estate planning strategy and liability management.
- **John Rusch**, Financial Advisor Associate, focuses on collecting data and working with clients to construct their plans.
- **Eric Lee**, Client Service Associate, researches mutual funds, exchange-traded funds and other investments for clients and helps formulate or adjust asset allocations and track performance.
- **Patricia Lucchetti**, Assistant Vice President, Wealth Management Associate, manages daily business operations for The Roth Group and focuses on client relationships.

Morgan Stanley

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