

Generations of Advisors Serving Generations of Families

This Morgan Stanley team builds relationships based on trust, integrity, and respect.

This year, The Virany Brown Group at Morgan Stanley—a multi-generational team recognized for their outstanding work and extensive experience servicing families and business owners throughout the U.S.—will celebrate 50 years in the business of financial and wealth planning.

The group focuses on wealth management, estate planning, retirement planning, and professional portfolio management. Their affiliation with Morgan Stanley, the largest provider of financial services in the U.S., gives clients access to the most cutting-edge intellectual and technological tools in the industry. It also allows Barbara Brown Virany, CFP®, First Vice President, Portfolio Management Director, Financial Advisor, and Derek M. Brown, CPM®, Financial Advisor, Senior Portfolio Manager, to deliver on their commitment that clients will be engaged with financial advisors who are forward-thinking, empathetic, and who understand that everyone has varying life goals and each deserves a unique plan.

Family Wealth Advisors

“For many,” says Brown, “the primary goal is retirement planning, and we can help our clients develop a plan 10 to 20 years out that should support their needs and wants even when you take into consideration the myriad of variables that may arise. For others, the goal may be how to gift loved ones with minimal tax implications or how to leave a philanthropic legacy that will last. The right combination of personal attention and our experience and intellect can help provide opportunities in all of those areas.”

Well-Rounded Experience

But there’s more to developing financial plans than just dollars and cents, and that’s where Virany’s decades of experience come into play.

“For many people, money is still an impolite topic of conversation, so when I’m invited to discuss money matters with clients and prospective clients, I consider that to be an enormous compliment,” she explains. “Such an invitation also puts me in a position to learn what is important to them.”

There’s a psychology, Virany adds, around specific life

(l-r) Barbara Brown Virany,
CFP®, First Vice President,
Portfolio Management
Director, Financial Advisor;
Derek M. Brown, CPM®,
Financial Advisor, Senior
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milestones that is generally similar from person to person. Weddings, births, graduations, deaths, retirements: Each may trigger specific feelings and opinions concerning wealth, family, and the future. “Life is a journey, and we incorporate our knowledge and experience into the partnerships formed with our clients. They know that they are not alone on the journey,” she adds.

“When you have that knowledge, as a family wealth advisor, the plans you are creating with your client are more comprehensive and holistic, more considerate of their lives as a whole. Because at the end of the day, it isn’t just about money. It’s about what that money can do for you.”

Morgan Stanley

The Virany Brown Group at Morgan Stanley is located at 2600 Old Washington Road, Suite #200, Pittsburgh, PA 15241. For more information, call **412-833-0310** or visit fa.morganstanley.com/theviranybrowngrp.

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