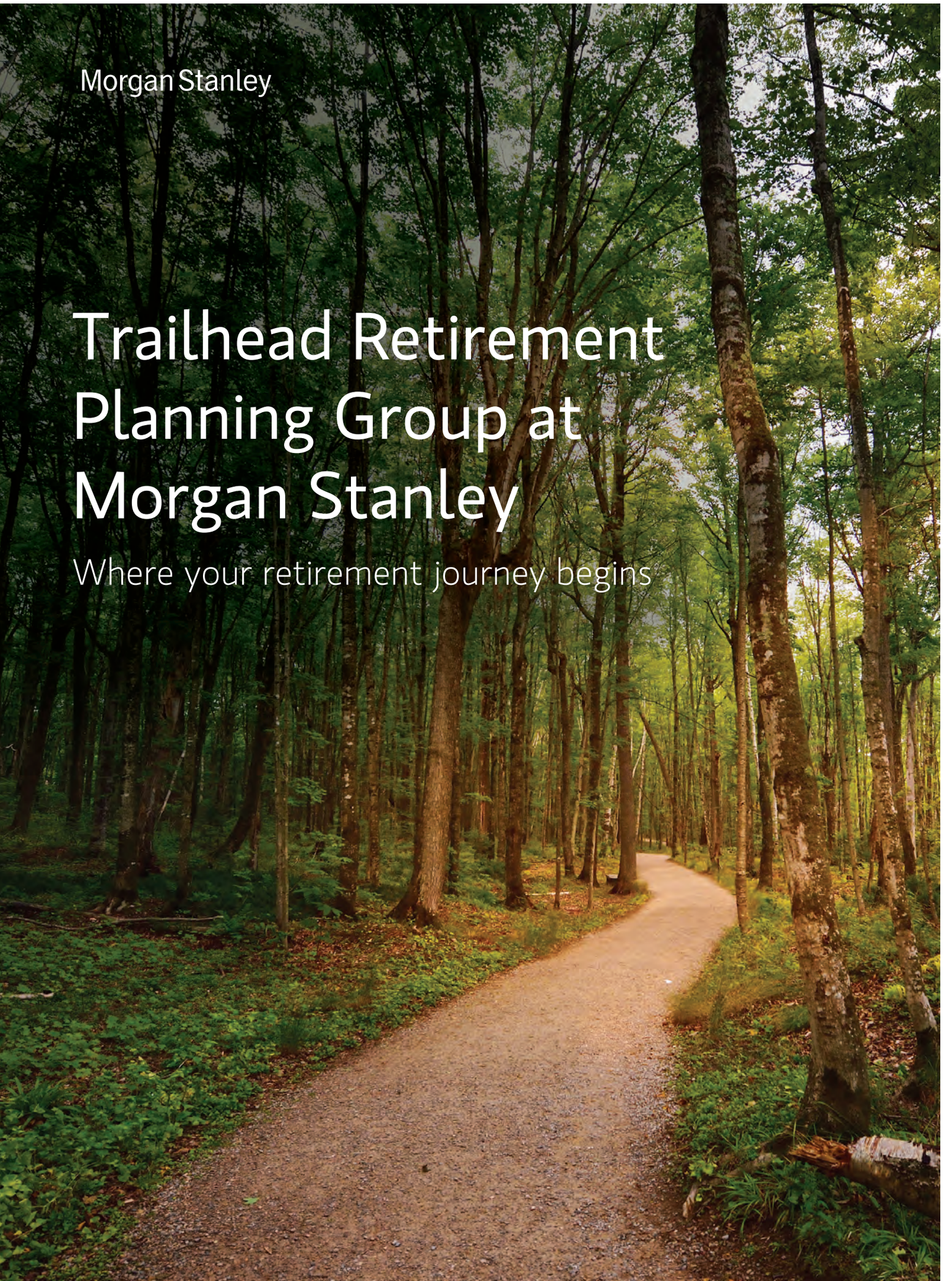

Trailhead Retirement Planning Group at Morgan Stanley

Where your retirement journey begins

Start your journey on the right foot

Retirement is a journey full of exciting opportunity. Whether you're looking to travel the world, pursue a fulfilling second career or enjoy time well spent with your loved ones, it's a time for new beginnings and personal growth.

Getting from where you are today to where you want to be down the road requires many interconnected financial decisions—from investments to employer stock options, taxes to estate planning. And the more complex your financial situation, the more comprehensive your plan needs to be to maintain your momentum toward your goals.

At Trailhead Retirement Planning Group, we focus on helping you prepare for whatever future you imagine for yourself.

Since 1989, our team's exclusive focus has been helping clients make the transition from their primary career to a fulfilling and comfortable retirement.

As your guide through this process, we'll share more than three decades of knowledge and professional experience to help you maintain the income you need to support your retirement objectives, prepare for unexpected events and give you confidence in your potential to reach your goals.

Focused retirement planning knowledge

While many financial advisors provide retirement planning services, we at Trailhead Retirement Planning Group at Morgan Stanley are among a few who do it exclusively.

After working together as a team for more than 30 years, and currently with more than $5.1 billion[1] under advisement, we are one of the most experienced retirement groups in the United States. Because we have helped so many people through their retirement transitions, there are few, if any, situations we have not yet encountered in some form.

Both novice and highly experienced investors may lack the time, inclination or expertise to stay on top of ever-changing retirement regulations and tax laws—particularly when the consequences for making the wrong investment decisions can be irreversible.

We work with clients of all levels of financial sophistication. Everyone's needs are different, but what all our clients have in common is the desire to maximize their future opportunities by working with advisors who understand the nuances of the retirement transition process.

1 As of 03/26

"Company stock in your 401(k) that has appreciated over the years can be treated differently when it's distributed at retirement. By understanding this strategy—called 'net unrealized appreciation[2]'—you can potentially minimize your taxes on the employer-stock portion of your retirement funds."
—William M. Kramer, CRPC®

2 Net Unrealized Appreciation: is the difference in value between the cost basis of shares of employer stock and the current market value.

"In many cases, you can start taking penalty-free distributions from your current employer's 401(k) upon retirement at age 55—not 59½ as is often thought.[3] We can explain the exceptions and help you implement the most appropriate withdrawal strategy."
—David V. Iannalfo, CFP®, CRPC®

3 Rule 72(t): refers to a section of the Internal Revenue Code that outlines the process of making early withdrawals from certain qualified retirement accounts without paying extra penalties.

Building your plan, together

To succeed in any journey, preparation is crucial. And that's exactly what makes your initial retirement plan so integral to your transition to the next phase of your life. In fact, the initial review meeting may be the single most important step in the entire Trailhead retirement planning process. It sets the stage for all of your future decisions and creates the foundation that we will build on together.

Discovering Your Needs

It's critical for us, together, to truly understand your story so that we can see the best and smoothest way to approach your retirement. The more accurate information you can provide us from the outset, the better the leadership and guidance we can provide you.

A Complete Picture

Once we have finished this review, we will have accomplished three basic things together:

- First, we will have a comprehensive inventory of your assets, obligations and sources of income.
- Second, we will have gleaned an understanding of other related issues, like your travel or relocation plans, family needs, estate planning goals, and lifestyle expectations. It is important to be able to visualize together what you want your retirement to look like.
- Third, and perhaps most important, we will be able to determine how to match the formidable global investment resources of Morgan Stanley with your retirement plans and goals. Because of our group's organized structure and client focus, you'll always get the personal attention you deserve, coupled with the intellectual and financial resources of a company known and respected around the world.

Investing Your Assets

We get to know you well, so that we can recommend a portfolio of best-in-class, cost-effective exchange-traded funds (ETFs), index funds, actively managed mutual funds or separately managed accounts tailored to your unique needs. As part of Morgan Stanley, we rely on the firm's extensive research capabilities and global resources to build your portfolio. Additionally, we generally recommend options outside of our own firm's offerings to help you build a portfolio that is truly tailored to your objectives and risk tolerance.

The Trailhead integrated approach

Our job is to try to make your financial and life transitions as simple and efficient as possible, so you can enjoy the years ahead. Our process simultaneously addresses all of the retirement planning areas you will undoubtedly face.

Because our retirement planning process considers each of these important items in tandem, we develop an integrated approach to your wealth that hopes to maximize your ability to achieve your future goals.

FINANCIAL PLANNING
Income distribution planning, spending analysis and behavioral coaching

TAX PLANNING
Investment tax management, efficient distribution strategies

ASSET MANAGEMENT
Risk management and cost-effective implementation of investment strategy

ESTATE PLANNING STRATEGIES
Protecting your legacy, continuity planning, multi-generational wealth planning

INSURANCE
Health care, life policy review, long-term care planning

SOCIAL SECURITY PLANNING
Maximizing your benefit

CASH MANAGEMENT
Mobile access and lending solutions

EXECUTIVE COMPENSATION
Strategies to incorporate Exec Comp plans in overall financial plan

CYBERSECURITY
Fraud protection and prevention

"As you think about what you want out of your retirement, plan to save enough for a long life. For couples who are both age 65 today, at least one spouse can be expected to live past age 90.[4] In other words, your retirement could last almost as long as your career."
—Erin J. Haley, CRPC®

4 Source: Murphy SL, Kochanek KD, Xu JQ, Arias E. Mortality in the United States, 2020. NCHS Data Brief, no 427. Hyattsville, MD: National Center for Health Statistics. 2021. DOI:https://dx.doi.org/10.15620/cdc:112079external icon.

A dedicated team

The Trailhead Retirement Planning Group at Morgan Stanley is notable for its continuity. Since 1989 our advisors and staff have been helping our clients in their quest for an increased level of comfort as they transition to retirement. Our team's structure ensures you always have access to an investment professional who knows you and your family.

Planning for Tomorrow

As your retirement planning guide, we can help you develop and monitor your Retirement Income Plan, align your investment strategy with your goals, and offer ongoing behavioral coaching to improve your decision making.

A Culture of Collaboration

Our proprietary approach to retirement planning is the result of our team's close collaboration over many years and dedication to our craft. Our advisors and staff receive ongoing training through continuing education, industry certifications, and professional development programs.

Your Dedicated Team

As a large group with significant resources, Trailhead goes the extra mile to ensure you always receive personal, one-on-one attention from our financial professionals.

Our clients work directly with a small group of investment professionals. It starts with your dedicated financial advisor. Because you always work with the same advisor, you'll benefit from a consistent approach to your situation. You'll also have a dedicated client service associate who will help take care of your other, ongoing needs.

These professionals work closely together, as well as directly with you, to help you through all stages of our retirement planning process.

L to R: Sean K. Lannan, Financial Advisor; Alex E. Unis, Chief of Staff; Cynthia D. Garner, Group Director; Dan P. Hoffmann, Financial Advisor; Anthony R. Severino, Financial Advisor; William H. Easom, Financial Advisor; Erin J. Haley, Financial Advisor; William M. Kramer, Financial Advisor; Michael L. Haynes, Financial Advisor; David V. Iannalfo, Financial Advisor

Team Accolades

The Trailhead Retirement Planning Group at Morgan Stanley is proud of the team award and recognition we have received over the past year. We believe it reflects our dedication and commitment to achieving our clients' goals.

***Barron's* Top 250 Private Wealth Management Teams Award** 2022 – 2026

2022 – 2026 *Barron's* Top 250 Private Wealth Management Teams (formerly referred to as *Barron's* Top 100 Private Wealth Management Teams, *Barron's* Top 50 Private Wealth Advisory Teams)
Source: Barrons.com (Awarded 2022 – 2026). Data compiled by *Barron's* based on 12-month period concluding in Dec of the year prior to the issuance of the award.

Please see additional information at the end of the document. Award Disclosures

Our Team

William H. Easom, CRPC®

William Easom began his financial-services career in 1983 and soon after dedicated himself to helping people transition from earning a steady income to generating the income they would need to meet retirement expenses for as long as they lived.

Bill works closely with clients to assess their performance, help them determine if they are on track to reach their retirement goals and, if not, consider what changes are needed to accomplish those dreams. The team he founded, Trailhead Retirement Planning Group, continues to fulfill Bill's mission by advising clients through every stage of the retirement process.

Dan P. Hoffmann, CFP®, CRPC®

Dan Hoffman has worked at Trailhead Retirement Planning Group since his junior year at DePaul University. Today most of Dan's clients come through existing clients because of his knowledge of company benefit plans.

Dan completed the Financial Planning Certificate Program in 2001 and became a CERTIFIED FINANCIAL PLANNER™ (CFP®) in 2002. He is a Chartered Retirement Planning Counselor℠ (CRPC®) and is a member of Morgan Stanley's Chairman's Club, which is reserved for top Financial Advisors. He has been named a *Barron's* Top 1,500 Financial Advisors from 2021 – 2023 and again in 2026.

Accolades

Barron's Top 1,500 Financial Advisors 2021 – 2023; 2026

2021 – 2023; 2026 *Barron's* Top 1,500 Financial Advisors: State-by-State (formerly referred to as *Barron's* Top 1,200 Financial Advisors: State-by-State)
Source: Barrons.com (Awarded 2021 – 2023; 2026). Data compiled by *Barron's* based on a 12-month period concluding in Sept of the year prior to the issuance of the award.

Please see additional information at the end of the document. Award Disclosures

Sean K. Lannan, CRPC®

Sean Lannan started his financial-services career in 1996 while a student at Northwestern University. Today Sean endeavors to ensure that his clients understand the connection between their decisions about estate planning, tax minimization strategies, Social Security benefits and insurance coverage, and helps corporate executives plan for and transition from work to retirement.

Sean earned the prestigious Chartered Retirement Planning Counselor℠ (CRPC®) designation. He has been named a *Barron's* Top 1,500 Financial Advisors from 2021 – 2023 and again in 2026.

Anthony R. Severino, CRPC®

Anthony Severino began working in the financial-services industry when he was in high school, interning at various financial firms. After graduating from Bradley University, he joined Morgan Stanley. Today Anthony provides a full range of retirement planning services to his clients. He helps them visualize their retirement goals, then designs and implements a retirement plan that makes those goals achievable.

In 2002, Anthony obtained the Chartered Retirement Planning Counselor℠ (CRPC®) designation. He is currently a member of Morgan Stanley's President's Club, which is reserved for top Financial Advisors.

Michael L. Haynes, CRPC®

Michael Haynes graduated from Western Michigan University with a BS in Manufacturing Engineering and earned an MBA in Finance from the DePaul University Kellstadt Graduate School of Business. He is also an accredited Chartered Retirement Planning Counselor℠ (CRPC®).

After joining Morgan Stanley in 2009, Michael started working with corporate executives whose employer stock holdings and other executive compensation constituted a disproportionate share of their overall wealth. Today, he helps those clients reduce the risk of consolidated stock positions, determines when to exercise employer stock options and integrates their compensation into their overall finances.

Accolades

Barron's Top 1,500 Financial Advisors: State-by-State 2021 – 2023; 2026

2021 – 2023; 2026 *Barron's* Top 1,500 Financial Advisors: State-by-State (formerly referred to as *Barron's* Top 1,200 Financial Advisors: State-by-State)
Source: Barrons.com (Awarded 2021 – 2023; 2026) Data compiled by *Barron's* based on a 12-month period concluding in Sept of the year prior to the issuance of the award.

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Erin J. Haley, CRPC®

Erin Haley began her financial-services career at Smith Barney in 2002 working with the advisors who started Trailhead Retirement Planning Group. She has worked her way up through the firm to her current role as a Financial Advisor.

Today Erin helps clients prepare for retirement by developing, implementing and monitoring strategies that provide the long-term income and legacy goals they desire. Her product knowledge, portfolio construction discussions and risk-management advice give clients confidence that their retirement goals are achievable. Erin has received *Chicago* magazine's Five Star Wealth Manager award from 2021 – 2025.

William M. Kramer, CRPC®

William Kramer became interested in stock options and executive compensation while earning his BS in Finance and MBA at St. Ambrose University. He joined the Trailhead Retirement Planning Group in 2012.

Bill focuses on understanding the risks of consolidated positions and potential tax consequences that executives face when selling employer stock or exercising options. Many of his clients are corporate executives who have saved diligently and received numerous employer stock options but are still worried about retiring on time and maintaining the lifestyle to which they've become accustomed. His clients rely on his sound guidance that encompasses not only their compensation but all their financial concerns.

David V. Iannalfo, CFP®, CRPC®

David Iannalfo began his career interning in Morgan Stanley's Wealth Management Department while at DePaul University where he earned his bachelor's degree, with distinction, in Finance. Later, David graduated summa cum laude from DePaul's Kellstadt Graduate School of Business, obtaining his MBA.

David completed Northwestern University's Financial Planning Certificate Program and currently maintains the CERTIFIED FINANCIAL PLANNER™ (CFP®) and Chartered Retirement Planning Counselor℠ (CRPC®) designations. David holds his Series 7, Series 66, and numerous state Insurance Agent licenses. Today David analyzes a client's situation from multiple perspectives and then uses his comprehensive understanding of tax, investment, cash flow, insurance, estate and philanthropic planning to help clients preserve and grow their wealth for long-term planning needs.

Accolades

Chicago magazine's Five Star Wealth Manager 2021 – 2025

2021 – 2025 Five Star Wealth Manager Award
Source: fivestarprofessional.com (Awarded 2021 – 2025) The award was determined based on an evaluation process conducted by Five-Star Professional based on objective criteria, during the following periods: 2021 Award: 12/28/20–08/06/21; 2022 Award: 01/24/22–07/29/22; 2023 Award: 01/09/23–07/31/23; 2024 Award: 01/09/24–08/09/24; 2025 Award: 01/01/25–08/01/25.

Please see additional information at the end of the document. Award Disclosures

L to R Front: Michael L. Haynes, Financial Advisor; Erin J. Haley, Financial Advisor **L to R Back:** Cynthia D. Garner, Group Director; David V. Iannalfo, Financial Advisor; William M. Kramer, Financial Advisor; Dan P. Hoffmann, Financial Advisor; William H. Easom, Financial Advisor; Sean K. Lannan, Financial Advisor; Alex E. Unis, Chief of Staff; Anthony R. Severino, Financial Advisor

World-class resources from Morgan Stanley

Trailhead Retirement Planning Group is backed by the vast global resources of Morgan Stanley, one of the world's largest financial institutions with more than $7.4 trillion in assets under management.[5]

For more than 90 years, Morgan Stanley has supported its clients with firsthand knowledge of world markets through its presence at the center of the global economy. The firm expanded its institutional-level capabilities to successful individuals and their families three decades ago, since earning the trust of generations of sophisticated clients.

The powerful combination of our team's outstanding personal service and Morgan Stanley's money management platform and financial resources seeks to give you a premier advisory experience, with the specialized services and solutions needed to meet your complex requirements.

5 Source: Morgan Stanley, as of February 2026

Take the next step

As you begin your retirement journey, we would be honored to be your guide through this rewarding and challenging period.

To discuss your situation and how we may be able to help you, please contact us at 312-648-3471.

William Easom, Financial Advisor
NMLS #: 1265054
AR Insurance License #: 365087
CA Insurance License #: 0A17370

Dan Hoffmann, Financial Advisor
NMLS #: 1275580
AR Insurance License #: 2424391
CA Insurance License #: 0D01334

Sean Lannan, Financial Advisor
NMLS #: 1270099
AR Insurance License #: 3217238
CA Insurance License #: 0F07206

Anthony Severino, Financial Advisor
NMLS #: 1272513
AR Insurance License #: 8962954
CA Insurance License #: 0G13994

Michael Haynes, Financial Advisor
NMLS #: 1275732
AR Insurance License #: 15786844
CA Insurance License #: 0I24117

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CA Insurance License #: 0M24964

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AR Insurance License #: 20278202
CA Insurance License #: 4432660

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2022-2026 Barron's Top 250 Private Wealth Management Teams (formerly referred to as Barron's Top 100 Private Wealth Management Teams, Barron's Top 50 Private Wealth Advisory Teams)
Source: Barrons.com (Awarded 2022-2026). Barron's Top 250 Private Wealth Management Teams ranking awarded in 2022-2026. Each ranking was determined based on an evaluation process conducted by Barron's which concluded in December of the previous year the award was issued having commenced in December of the year before that. Neither Morgan Stanley Smith Barney LLC nor its Financial Advisors or Private Wealth Advisors paid a fee to Barron's to obtain or use the ranking. This ranking is based on in-person and telephone due diligence meetings to evaluate each advisor qualitatively, a major component of a ranking algorithm that includes client retention, industry experience, review of compliance records, firm nominations, and quantitative criteria, including assets under management and revenue generated for their firms. Investment performance is not a criterion. Rankings are based on the opinions of Barron's and this ranking may not be representative of any one client's experience. This ranking is not indicative of the Financial Advisor's future performance. Morgan Stanley Smith Barney LLC is not affiliated with Barron's. Barron's is a registered trademark of Dow Jones & Company, L.P. All rights reserved.

2021-2023; 2026 Barron's Top 1,500 Financial Advisors: State-by-State
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Source: Barrons.com (2021-2023; 2026). Barron's Top 1,500 Financial Advisors: State-by-State ranking awarded in 2021-2023; 2026. Each ranking was determined based on an evaluation process conducted by Barron's which concluded in September of the previous year the award was issued having commenced in September of the year before that. Neither Morgan Stanley Smith Barney LLC nor its Financial Advisors or Private Wealth Advisors paid a fee to Barron's to obtain or use the ranking. This ranking is based on in-person and telephone due diligence meetings to evaluate each advisor qualitatively, a major component of a ranking algorithm that includes client retention, industry experience, review of compliance records, firm nominations, and quantitative criteria, including assets under management and revenue generated for their firms. Investment performance is not a criterion. Rankings are based on the opinions of Barron's and this ranking may not be representative of any one client's experience. This ranking is not indicative of the Financial Advisor's future performance. Morgan Stanley Smith Barney LLC is not affiliated with Barron's. Barron's is a registered trademark of Dow Jones & Company, L.P. All rights reserved.

2021-2025 Five Star Wealth Manager Award
Source: This award was issued 2021-2025 based on an evaluation process as described below. This evaluation was not based on a specific time period, but was conducted by Five Star Professional (FSP) that considered, among other factors, the following:

- Favorable regulatory and complaint history review. As defined by FSP, the wealth manager has not: 1.) Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine; 2.) Had more than a total of three settled or pending complaints filed against them and/or a total of five settled, pending, dismissed, or denied complaints with any regulatory authority or FSP's consumer complaint process.
- Personal bankruptcy filing within the past 11 years.
- Termination from a financial services firm within the past 11 years.
- Conviction of a felony.
- One-year client retention rate.
- Five-year client retention rate.

Five Star Professional, as a third party research firm, identified pre-qualified award candidates based on industry data and contacted all identified broker dealers, Registered Investment Advisor firms and FINRA-registered representatives to gather wealth manager nominations. Self-nominations are not accepted. Wealth managers and/or their firms do not pay a fee to be considered or placed on the final list of Five Star Wealth Managers.

2021 Award: 12/28/20–08/06/21

2022 Award: 01/24/22–07/29/22

2023 Award: 01/09/23–07/31/23

2024 Award: 01/09/24–08/09/24

2025 Award: 01/01/25–08/01/25

For more information on the Five Star award and the research/selection methodology, go to fivestarprofessional.com.

Award Disclosures

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