



The Real Wealth® Radio Show

The Real Wealth® Mission

Our vision is to educate our listeners on the deeper issues of wealth management and its relationship with their life, specifically their stage in life, and to help people maximize life from *Real Wealth®*.

Why We Do the Show

The *Real Wealth®* Radio show was created to help listeners make financial decisions that are truly in their best interest, not that of a financial planner. It's Wisconsin's only statewide, homegrown *Real Wealth®* Advisor Network--and it's rapidly expanding to the Midwest and beyond.

The show:

- Provides thorough answers to listeners' questions, not mere sound bites
- Brings people back to the real issues of life and wealth
- The thoroughness of the content engages the listener to come back week after week
- Features distinguished guests including nationally known economists, CEOs, attorneys, authors, CPAs, celebrities and industry specialists
- There is no other show like it

What are listeners saying about Real Wealth® Radio

"I listen to your show every week. And, when I miss it on the radio, I listen to it online."

Doctor, Marshfield Clinic

"I listen every week. You even talk about how you can save the little guy a couple thousand dollars. I figure with some added zeroes, you can save me significant money. That's why I listen weekly and reached out."

Successful business owner, Fox Valley

"You're the first ones that I've been listening to that actually have made sense. I had quite a bit of money, I invested it, but with everything that happened, I ended up in a mess. Brokers don't really help you with what you do. You have more of a fuller forum for people to work with, not like a stock broker who tells you this or that is a good investment, then you invest and you end up sitting there and don't know for sure how things are working."

Retiree, Fort Atkinson

"I am an estate planning attorney in Madison ... Our firm specializes in estate and business planning and all 3 of our attorneys would be interested in working with your clients and referring you business."

Email from Law Firm in Madison

Real Wealth® Radio is talk, but it's also listening, asking questions about people's stage in life and the transitions they need to make.

The Real Wealth® Radio Show Commitment

Jim and Tony are totally committed to the *Real Wealth®* Radio Show and they put their money where their mouths are!

- More than 17 years of broadcast history
- By purchasing 17,000+ promotional spots to drive listeners to the show and the website
- By pre-paying the airtime, we control the quality of the show and the advertising spots, in comparison to syndicated shows that may have multiple competing advertisers