

REICH
ASSET MANAGEMENT

On Track for an Enjoyable Retirement

Reich Asset Management strives to help clients reach their long-term financial goals, whether those goals include moving to the Jersey Shore, traveling, or creating a lasting legacy.

by **MATT COSENTINO** | photos by **ALISON DUNLAP**

Most people associate the Jersey Shore with comfort and relaxation. The way the leaders of Reich Asset Management see it, that doesn't have to change for clients who walk through the doors of its office in Marmora, New Jersey. Rather than a prim and proper setting, the firm offers a casual and welcoming environment in which a team of professionals eagerly assist clients with all of their retirement goals.

"We just aren't stuffy at all," says President T. Eric Reich, CIMA®, CFP®, CEPA® CLU®, ChFC®, a lifelong resident of the area who started the firm in 2012. "My dog is always in the office, and we're very casual. Nine times out of 10, we're wearing khakis and a polo shirt with a company logo. We're real serious about what we do, but we're at the Shore; people in Cape May County rarely wear suits."

That down-to-earth approach is particularly appreciated by clients who are apprehensive about meeting with a financial advisor in the first place. Reich believes in educating people,

not confusing them with industry jargon. To further that mission he hosts a weekly radio show, shoots a weekly Market Week video, and writes a weekly column, "The Reich Report," on different topics for *Shore Local Newsmagazine*. In addition, the firm holds monthly seminars and various client events throughout the year.

"We don't want people to feel intimidated," adds Amy J. Mahon, partner and COO. "It's already intimidating and nerve-racking talking about your finances, so we want an office environment that is welcoming and puts people at ease. Eric and the other advisors do a great job of taking complicated information and terms—things that might not make sense if you're reading them on your own—and breaking it down so that it is easy to understand."

Reich, who has nearly three decades of experience in financial services, founded Reich Asset Management to focus on his area of expertise: assisting clients with their retirement. The firm has deep ties to Cape May and Atlantic counties, but works throughout the Delaware Valley

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—T. ERIC REICH, REICH ASSET MANAGEMENT



with a wide range of clients—executives, physicians, attorneys, teachers, and nurses. He also specializes in exit strategies for business owners, who represent a sizable demographic at the Shore.

While the team is happy to guide people at any stage of their journey, most of their clients are either approaching or already in retirement. Female investors are also part of the firm's niche.

“Planning for women in retirement is different than men, frankly,” Reich says. “Their goals are different and their needs are different, so having a specialization in that regard seems to help us.”

No matter what type of situation a client may be in, they are often surprised to learn that they are further along than they thought and that an enjoyable retirement is within reach. At Reich Asset Management, clients can count on a plan that is tailored to their wants and needs, and investment strategies based on their specific circumstances and appropriate risk tolerance. As an independent firm, the company is not tied to certain products, meaning its advisors have many options when recommending investment vehicles that are well-suited to each client.

“No two retirements are the same, so it's incredibly important that we know them

on a personal level, and they have to have that comfort level with us,” Reich says. “It's one thing to go over a statement on an investment account, but talking to them about their deepest, darkest fears, dreams, and goals, that takes trust.

“The common misconception is that everyone should be real conservative when they're retired, but retirement today isn't the same as it was 50 years ago,” he continues. “Back then, you lived five or 10 years after retirement and nobody was running out of money. Now, you're living 30-plus years in retirement, and that's a big difference. You have to have money still working hard for you if you're living that long.”

Collaboration is key at Reich Asset Management, where every member of the team is familiar with each client and able to lend their knowledge and experience to the client's plan. Culture is crucial as well; when hiring new employees, the firm looks for people who not only have the financial credentials but also want to contribute to the community.

“Everybody in our office is charitably minded, whether they're donating money, giving their time, or sitting on a board,” Mahon says. “When we're hiring, it sort of naturally happens that we bring in people who volunteer or are part of different organizations, and once they're here they want to do more. It's important personally and professionally.”

It's also important that new employees align with the firm's culture.

“Someone might have the right skillset, but they're just not the right fit personality wise or something might not align with the rest of the team,” Reich adds. “I consider

everyone in this office, whether I've worked with them for three years or three months, to be like family. If you need something, I'm here for you, and vice versa. We feel fortunate as we continue to grow to attract those kinds of team members, and clients see that, too.

“We had a woman who had met with us once or twice, and she said right away that we all seemed like family,” he continues. “It was really nice to hear that from someone who didn't know us that well but was able to pick up on that. Our clients are certainly an extension of that. We want them to feel like family, too.”

Clients who become “part of the family” will have a passionate team on their side for the long haul.

“I joke that retirement is my specialty, but I really have no interest in retirement,” Reich says. “Earlier today we were meeting with an attorney who is 87 years old, and he still practices. When you love what you do, it's hard to walk away. You might not do as many hours per week, but I could never stop working.

“I think clients see that we love what we do,” he continues. “They know whether you love the job, love them, or love your co-workers, because that's something you can't fake.” ■



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105 Roosevelt Blvd.
Marmora, NJ 08223
(609) 486-5073

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