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# Building Confidence, Earning Trust

*Gottfried & Somberg Wealth Management, LLC*

Sometimes, a negative influence can have positive results.

Take, for example, the early experience of Joshua Gottfried, CFP® and Matthew Somberg, AIF®, co-founders and principals of Gottfried & Somberg Wealth Management, LLC. As interns at an investment firm while in college, they were turned off by the high-pressure atmosphere that encouraged selling the company's investment and insurance products, even if they were not what a client needed.

"It was an inherent conflict of interest," Somberg says. "The culture of that firm and the pushy sales approach

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- Matthew Somberg, AIF®, CLTC®  
Co-Founder & Principal

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made us very uncomfortable. When we set out to create our own firm, we wanted to be independent and free to recommend whatever investment is in the client's best interest."



*The Gottfried & Somberg Wealth Management Team*

Today, that customer-centric approach is paying off for Gottfried & Somberg, and more importantly, for the high-net-worth families, individuals and small institutions that trust them. For more than two decades, the Connecticut-based firm has grown, thanks to a tight-knit team of nine qualified advisors and 10 support staff who believe in doing the right thing for each client.

"Our team has a deep bench of expertise in all areas," Gottfried says. "We have fiduciaries, CFPs, CFAs and retirement specialists.

"Each client's financial plan is structured to withstand market volatility and political concerns," Somberg says. "Our clients are coached to know that their plan will hold up for the long term."



## Financial Plans for Life

Gottfried & Somberg Wealth Management works primarily, though not exclusively, with clients who have a liquid net-worth of \$1 million and up, many of whom are retirees or soon-to-retire.

"When you're dealing with someone in their 50s or 60s, they might still have 30 or 40 years of longevity to plan for," Somberg says. "By having multiple, talented people on our team, we offer comprehensive advice for the rest of our clients' lives."

Individually, Gottfried and Somberg were named to *Forbes*' 2019 Best-in-State Wealth Advisors list, an objective ranking developed by SHOOK Research based on a wide range of criteria\*. However, they are quick to share the credit with their colleagues, who have helped them maintain a 99 percent client retention rate.

"I think that is a result of our due diligence and having a core value of putting the clients first and taking care of them, all the time," Gottfried says.

- **Wealth Management**
- **Retirement Planning**
- **Pension Analysis**
- **Securities and Investments**
- **Estate Planning**
- **Divorce Planning**
- **Long-Term Care Planning**

Gottfried & Somberg Wealth Management, LLC

340 Hebron Avenue, Glastonbury, CT 06033 | 41 East Main Street, Avon, CT 06001 | 15 Chesterfield Road, East Lyme, CT 06333

860.430.9104 | [www.GottfriedSomberg.com](http://www.GottfriedSomberg.com)

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\*The 2019 ranking was developed by SHOOK Research, based on meetings to evaluate each advisor qualitatively and on a ranking algorithm that includes client retention, industry experience, review of compliance records, firm nominations, and other quantitative criteria. Overall, 30,000 advisors were considered, and 3,500 (11.6 percent of candidates) were recognized. This award is not indicative of the advisor's future performance. Your experience may vary. Some states may have more advisors than others. SHOOK does not receive a fee in exchange for rankings.