

Educate, Innovate, Delegate

Weatherly Asset Management Has Three Keys to Growth

Weatherly Asset Management (WAM) opened in 1994, and has experienced a high rate of client retention and steady growth ever since. President and Founding Partner Carolyn Taylor credits empowering clients and her team for much of this success. “We encourage clients, and everyone on our team, to learn more about what they are not comfortable with,” she explains. “We pay for continuing education and provide mentorship at WAM, while also dedicating time to working with charitable giving specialists, attorneys and CPAs on behalf of our clients.”

Taylor also believes in giving clients full access to their financial information, providing real-time WAM results vs. relevant market indices, and offering full market disclosure. “Making sure clients understand and stay abreast of their financial situation builds their trust, and helps them appreciate the value WAM adds.”

WAM’s client base encompasses three niches: the working wealthy, business entrepreneurs and women of wealth, all of whom are especially open to the firm’s approach, Taylor has found. “They are highly intelligent people, capable of making great decisions in partnership with advisors. We provide timely information to achieve the best risk-adjusted returns after taxes and fees, in addition to comprehensive tax and estate guidance,” she says. “These clients don’t want to be told what to do; they want information that demystifies portfolio and financial management so we can partner together to make confident decisions.”



Left to right: Brent Armstrong, Kelli Ruby, Carolyn Taylor, Candise Holmlund, Ashley Copp

Mid-Sized, Fee-Only Means Personalized Advice

Clients appreciate WAM’s size because they get holistic, client-specific advice with access to the entire 11-person team. “We don’t have full-time sales people who pass off clients after the initial sale,” Taylor notes. “Each senior advisor is responsible for growing the client base with the support of their colleagues.” She believes fee-only is the best way to ensure advisors put clients’ interests first and uphold their fiduciary duties. “Our fees grow only if the client’s assets grow, and we are very transparent in a fee-conscious world.”

Constant Re-engineering

Growth at WAM has been controlled and steady. The firm hires interns from local universities’ financial planning programs

to grow organically, and increases efficiency by leveraging technology. WAM has also hired professionals from outside industries to provide a unique perspective on business. “We focus on innovation in business and portfolio management strategies,” Taylor shares. “Every year is a different year with new issues to solve. We weed through tons of data and information to siphon out ideas that work on behalf of our clients and colleagues.”

From Engineering to Wealth Management

WAM founder Carolyn Taylor earned a B.S. in Industrial Engineering and a B.A. in International Relations from Stanford, but much of what she learned was applicable to investment banking, which she entered in 1986.

“At school, I studied the business of engineering, how to make our world more efficient. I am comfortable with numbers, hate inefficiencies and love innovation,” she says. “In wealth management, you have to constantly re-engineer to make the best use of technology, adapt to growth, and stay ahead of industry changes. So it all translates very well.”



832 Camino del Mar, Suite 4
Del Mar, CA 92014

858.259.4507 | weatherlyassetmgt.com

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