

Helping Clients Build a Different Kind of Wealth

Totus Tuus Consulting, Inc.

Some business owners communicate their core values by way of a written mission statement. Others manifest their values in concrete ways.

Frank Benischeck, president and founder of the financial advisory firm Totus Tuus Consulting, Inc., is among the latter. If you want to understand the values he and his team share, the workspace they occupy offers important clues.

First, its geographic location: Totus Tuus is located on St. Augustine's beautiful Palm Row, which is lined on both sides with the city's most interesting historic attractions. Totus Tuus' building itself was built in 1905; like its Palm Row neighbors, the building features breathtaking original architecture unsurpassed in character and charm.

Second, the firm's offices: Totus Tuus' interior spaces are decorated with nothing but live plants, fresh flowers and solid, hand-crafted antique furniture.

"There is nothing artificial, mass-produced or shoddily built in this office," Benischeck says. "These are conscious choices we made because we value the traditional virtues of authenticity, originality and integrity above all. This



Frank Benischeck

is reflected in the relationships with our clients and the planning we do for them."

Creative Strategies Unlock Possibilities

Totus Tuus' specialty, according to Benischeck, is personally helping clients think big about achieving their dreams before and after retirement. He does this by transforming clients' financial accounts and estate plans so they can live life to its fullest while the IRS gets only what it deserves.

"Basically, we uncover creative ways to eliminate roadblocks and help bring dreams to life," Benischeck says. "We love exploring opportunities our clients never knew existed. It is fun watching how often they are floored and excited by what we come up with. The results are pretty amazing."

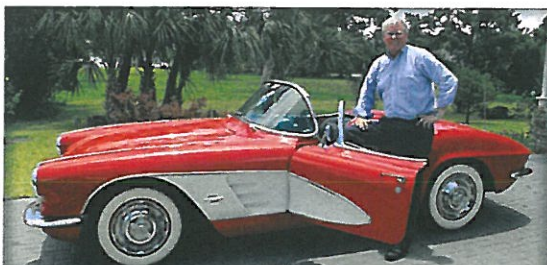
To recharge his creativity, Benischeck uses a team approach, meeting regularly with brain-trust professionals across the U.S. including renowned IRA expert Ed Slott, leading financial advisors and top-tier CPAs and attorneys.

"As part of this industry-leading team," Benischeck says, "I'm always discovering new ways to help clients reduce or eliminate taxes on their retirement accounts, ensure a lifetime income and establish a legacy that mirrors their hopes and values."

Helping Others Live Meaningfully

In terms of his personal priorities, Benischeck ranks serving others highest on his list. When he's not meeting with Totus Tuus clients, he's leading a Catholic campus ministry program, making meaningful connections with local college students.

"My faith life is the most important thing to me," Benischeck says. "What I try to convey, both through the outreach program and within my client relationships, is that there are far more important things than business success and market returns. Money isn't an end in itself; it's the means to building a better life full of the people and experiences we cherish."



What do antiques, fresh flowers and a 1961 Corvette have in common? "The values that define our practice," Frank Benischeck says. "We aim to serve our clients' financial planning needs with style, distinction, creative flair and meticulous craftsmanship."



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