



## REMEMBER WHO YOU ARE AND WHAT YOU STAND FOR



Austin L. Peterson, CFP®, MBA | November 03, 2017

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In my last blog post, I introduced you to why I do what I do and how I ended up choosing a career in financial services, but today I want to talk about why I am the person that I am. Not as a financial advisor, although, it makes a big difference in the financial advisor that I am, but more the person that I am and why that is important to my current clients and my prospective clients.

I am the oldest child that was born to an oldest child when that child, my mother, was only 19 years old. She was married at 17 and then subsequently divorced by the time I was about 3 years old and then re-married about the time I was 7 years old. In a future post, I will have much more to say about my mother and my step-father, but for today, I want to focus on my grandparents, specifically my grandfather. When my parents were divorced, we moved in with my grandparents for a while. My mother needed financial

support to care for us (I have a younger brother that is 1 year younger than me) as my father was not providing any at the time.

What this meant for me was that from the time that I was 3-7, I spent a lot of time with my grandpa on the farm. The time continued well beyond us moving out and my mother eventually re-marrying. I thoroughly enjoyed every minute that I spent with my grandfather. He had a way about him that drew everybody he knew to him. By the world's measurement, he led a very ordinary life and he was only 5'6" tall, but to me and so many others, he was a giant of a man. He was the strongest, kindest, most humble man that I have ever known and will probably ever know. He taught me by example the importance of treating everybody with respect, being kind and serving others. My grandpa spent his entire life putting others' needs before his own and serving his fellow man, anytime I got the chance.

As each of his kids and grandkids got to be older, he was famous for saying "Remember who you are and what you stand for" or "Remember who you are and the name that you bear" whenever you left the house. Now, we all, of course, tended to roll our eyes, or begrudgingly say "OK, grandpa, or I know grandpa", but we all understood that this meant that we needed to live up to those things we had been taught by him throughout our lives and represent well the family name that we had.

If I had to sum up everything that my grandpa taught into one phrase, that would be it and it is a guiding principle in every aspect of my life. I make decisions every day that are not in accordance with what I was taught (mostly while driving), but I have that to remind me every day of what is most important in life and how to treat others. Why is this important to you? You can count on me to put your needs first, no matter what. It is a main reason that I am proud to call Lincoln Financial Advisors the home for my financial planning practice. I am an independent practitioner that owns my own business, but in order to be able to represent clients in the purchase of certain financial products, I have to affiliate with a broker dealer. I am proud to do that through Lincoln Financial Advisors, because they have an internal creed that says: "Serve the client, first, last, and always"(SM). It is easy for a guy like me who was raised the way that I was to want to affiliate with Lincoln, out of the 1,000+ broker dealers that exist in the marketplace for that reason.

This blog thing is new for me, but being a comprehensive financial advisor is not. I am passionate about financial services and serving hard working American businesses, business owners and families. If you would like to learn more about how I can help you toward meeting your financial goals, please reach out to me at 480-824-4100 or [austin.peterson@lfg.com](mailto:austin.peterson@lfg.com)

As promised, in my next blog post, you will hear about why my step-dad (I just call him dad) is my hero and what that means in my personal life and as a financial advisor. The picture you see is my family with my grandparents celebrating their 60th wedding anniversary a few weeks prior to my grandpa's passing.

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