

Prioritizing Protection While Seizing Opportunities

When it comes to investments, getting balanced advice is crucial.

Finding a trusted investment advisor can be a challenge.

Fortunately, the team at Market Advisory Group, with offices in Wichita and Overland Park, makes the search a whole lot easier.

“One of the characteristics of our firm is that we don’t follow the same old cookie-cutter buy-and-hold approach,” explains Investment Advisor Larry Kloefkorn. “We use what’s called tactical active management. That means sometimes making changes to a portfolio with the goal of capitalizing on market opportunities.”

CEO Danny Goolsby adds, “We want every client to get a good return, but we also want to protect them in a down market. We have to remain flexible during volatile times but be on the lookout for opportunities in times of growth.”

GENERATIONS OF TRUST

With over 50 years of combined experience, Market Advisory Group offers financial expertise in an environment where trust is the key factor.

“We don’t believe in blindly trusting an advisor,” notes Goolsby. “We use a process that takes clients through their own self-assessment because ‘risk’ means different things to different people. The client’s opinion matters more than mine.”

It takes time to gain confidence in an investment advisor, but at Market Advisory Group, families have known and trusted the team for many years. As a result, the firm has a client base made up of people from all walks of life.

“We have four generations of clients from one family,” adds Investment Advisor Jonathon McCoy, “and we’re proud of that. We try to help everyone who is willing to accept help.”

THE RIGHT BALANCE

Most of Market Advisory Group’s clients are not trying to time the market—they are looking to help protect their hard-earned assets while remaining open to portfolio changes based on current events.

With the stock market at record highs, says Kloefkorn, this balanced approach has become increasingly important.

“We are seven years into a bull market, and a complete market cycle usually runs six to eight years,” he explains. “When we ask clients if they expect a financial crisis in the future, almost all of them say yes. But there are ways to position their portfolios that are designed to help reduce the negative effects of a downturn.”



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(L to R) Jonathon McCoy, Matt Goolsby, Stephanie Perkins, Danny Goolsby, Larry Kloefkorn, Chris Sawyer

Market Advisory Group is located at 110 E Waterman St, Ste. 150 in Wichita, KS (316-252-8707), 5000 W 95th St, Ste. 360 in Prairie Village, KS (913-730-7749), 6300 N Revere Ave, Ste. 230 in Kansas City, MO (816-548-2000), and 18920 E Valley View Pkwy, Ste. H in Independence, MO (816-815-7749). For more information, visit: MarketAdvisoryGroup.com

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