

AS SEEN IN **FORBES, FORTUNE, MONEY**

BUILDING WEALTH  
**INDIANAPOLIS**

Photography by Brian Brosmer



## RUNNING A TIGHT FINANCIAL SHIP

Like the aircraft carrier it's named after, Intrepid Financial offers safe harbor during rough financial waters.

**R**ather than give his wealth management business a more typical name, Intrepid Financial founder Rich Locke drew inspiration from his U.S. Navy days. For nearly four years, he served aboard the USS Intrepid in the 1960s.

And like the military, Locke runs a tight ship. Drawing on his experiences as both a sailor and an accountant, Locke emphasizes trust, service and performance in his money management practice. He strives to help clients get more bang for their bucks through cost-saving investment and tax management strategies.

"We put a lot of emphasis on peace of mind," Locke says. "That often means prioritizing preservation of capital before worrying about significant market gains."

### Considering Cost Efficiency

As a former CPA, Locke continues to maintain strong ties to the discipline today. Many of the firm's clients are referred from CPAs who serve as "subadvisors" for his firm. "CPAs are viewed as some of the most trusted professionals out there," Locke says. "Their referrals mean a lot to us and to clients."

Embracing the values he learned as an accountant, Locke emphasizes cost reduction and shrewd tax management: "We pride ourselves on the amount of time and energy we spend

The Intrepid Financial Crew: (l to r)  
Chad Bailey, Julie Fife,  
Jennifer Mitchell, Rich Locke,  
Julie Faas, Craig McBarnes

trying to save the client money on investment taxes."

He's a big believer in ETFs, which tend to have lower fees and greater tax efficiency. "When you start looking at expense ratios, it's very common that ETFs can be anywhere from 50 to 75 percent lower than a mutual fund," Locke points out. "When you compound that over the years, it can become significant."

Other cost-saving strategies include not charging clients fees for assets in money market accounts and keeping portfolio management in-house. Unlike many other investment advisors, Intrepid Financial doesn't outsource to third-party money managers, except for investments in mutual funds. "Again, we

believe these small steps add up to keep costs down for clients," Locke says.

### Strong Crew, Loyal Clientele

Time and time again, clients prove they are pleased with the service and results of Intrepid Financial. Locke says: "We have very little client turnover, and we continue to have many clients add additional money to their accounts. Those are very positive things for an advisor to experience."

He recognizes he's taking on a great responsibility when he manages someone's retirement nest egg—just like when he was protecting his country aboard the USS Intrepid.

As of March 18th, 2014, Intrepid Financial Planning Group LLC had over \$190 million in assets under management.

**Intrepid Financial LLC** is located at 3021 East 98th Street, Suite 115, in Indianapolis, IN. For more information, call 317-818-1776 or visit [intrepidfinancial.com](http://intrepidfinancial.com).

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