



Joel L. Hochman,
CFP®



Philip J. Cole,
CFP®



Michael J. Williams,
CFP®, CFA

An Interview with Joel L. Hochman, CFP®, Philip J. Cole, CFP® and Michael J. Williams, CFP®, CFA

Hochman Cole Investment Advisors, Inc., is an independent, SEC-registered investment advisory firm headquartered in Deerfield, Illinois. The firm currently manages more than \$350 million in assets while providing highly personalized service to a select group of clientele.

Please describe your firm's services.

Joel Hochman: Hochman Cole understands, anticipates and meets our clients' changing financial needs with a multitude of high-quality services. We provide comprehensive wealth management services and expert solutions in the areas of insurance, estate, tax, education and retirement planning. The bottom line is that we are a one-stop shop for all our clients' financial needs.

How would you define your investment philosophy?

Philip Cole: While no single investment strategy can be expected to outperform the overall market every year, we believe that over time, a diversified investment approach that is applied in a consistent and disciplined manner should have greater potential to outperform.

Michael Williams: We also recognize that no two clients are exactly the same in terms of their investment goals or financial challenges. Every client with whom we work comes with a unique set of circumstances that must be considered when constructing their specific investment strategy.

Describe your investment process.

Joel Hochman: Our goal is to maximize performance and align portfolio strategy with the client's objectives. We do so by engaging in a top-down, disciplined investment selection process that combines both quantitative and fundamental analysis.

Michael Williams: It all starts with the client. We find out what is important. We analyze their current situation and discuss their goals and then develop a plan to meet their objectives. We implement the plan thoughtfully with consideration to taxes, costs, etc. We monitor and adjust over time depending on changes to the client's situation or to changes in the economy and/or capital markets.

Does your firm take a strategic approach to investing or a tactical one?

Michael Williams: The core of the client's portfolio is strategic and is generally determined by their risk tolerance, time horizon and return objectives. A portion of the portfolio will include tactical investments which may be opportunistic in nature and may be held for a shorter duration.

What types of investments do you use?

Philip Cole: As an independently owned, fee-based, SEC-registered investment advisor, we are free to choose the right investment solutions for our clients — in other words, our recommendations are objective and impartial, and not influenced by the demands and sales quotas that could be imposed by a corporate parent. As a result, we have the ability to diversify across a broad spectrum of investment products that may include stocks, bonds, exchange traded funds, mutual funds, options and private money managers.

How does Hochman Cole distinguish itself from the competition?

Joel Hochman: We differentiate ourselves based on the highly personalized and specialized services we provide to our clients. This is so important to us that we've made a business decision to focus on a smaller number of clients so that we can consistently ensure the highest standards of service.

Michael Williams: We distinguish ourselves by our depth of experience and expertise. Our independence. Our history.

What are your firm's greatest strengths?

Philip Cole: Our team's greatest strengths are our premium service, our depth of experience and our culture. As we've mentioned, Hochman Cole's focus on providing the right resources for each client enables us to give our clients the personal attention they need and deserve. In addition, Joel, Mike and I are CERTIFIED FINANCIAL PLANNERS™, nationally recognized as the standard of excellence for personal financial planning expertise. Finally, our team culture is to be passionate about what we do, while doing it with honesty and integrity.

How is your firm positioned to respond to changes in the industry?

Joel Hochman: Because of our boutique size and independent structure, we are well positioned to respond to new and changing regulations within the financial service industry. Since we've always offered our clients an open-architecture investment platform, we will continue to have virtually unlimited flexibility with regard to how and in what we invest.

Why should someone do business with you?

Philip Cole: Our team of experienced investment professionals offers dedicated attention to each and every client. Through a collaborative approach, we ensure that all eyes remain on two goals: meeting client needs while also building trust.

Joel Hochman: I would add that our commitment to high ethical standards, combined with our independent ownership status, promotes integrity and ensures objectivity in all that we do. We are never constrained or influenced by the often bureaucratic agendas of larger firms.

How do you define success?

Joel Hochman: Our success is defined by the long-term staying power of our Hochman Cole team, and by the success of our clients.

Philip Cole: On behalf of our clients, we define success as having their complete financial picture positioned so that they have the opportunity to live their lives as they choose and feel confident about their future.

Michael Williams: Solving client problems. Delivering on our word. Client retention. Referrals. Helping clients achieve financial success (having more than needed) and to maximize happiness given imperfect knowledge and an uncertain world.