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## Impel Wealth Management helping clients plan for retirement

By MARIA LINDSAY

CUYAHOGA FALLS — Impel Wealth Management LLC offers customized investment advisory services and financial guidance to customers across the country. The new business, located at 2006 Fourth St., is owned by Jesse Hurst, a certified financial planner.

Hurst said he has been in the business for 30 years and was formerly with another company for 20 years in Canal Place in Akron. He said he and experienced staff members at Impel Wealth take the time to get to know their clients, their financial objectives and what matters most to them, and then apply a financial planning process to create an individualized plan to pursue those goals.

"Impel Wealth Management examines the totality of your life's financial history and your personality to create a roadmap that can include retirement planning, investment advisory services, estate planning, risk man-



A ribbon-cutting ceremony celebrating the event, with business owner Jesse Hurst at center, is shown above.

agement planning and cash flow/tax planning," said Hurst. "We help you and your family on the path to the future that you envision."

Hurst said many of the firm's clients are Akron area professionals,

are in their early 50s and are trying to determine how to transition to retirement. He added he has about 160 client families and manages a total of about \$200 million.

"Retirement planning is like flying an airplane — you need a flight plan," he said. "You don't want to be up in the air and just hoping to land somewhere without knowing whether you are on course and have enough fuel. We create a projection for retirement and help build assets needed to retire, and also manage assets for income in retirement."

He added Impel Wealth Management operates as a fee-based investment advisory business.

Hurst said Impel Wealth Management is affiliated with Horizon Financial Group, of Baton Rouge, Louisiana, and Dayton, and that national firm provides compliance, regulatory and operational support for the company.

"We work collaboratively with 45 advisory groups that handle over \$2.5 billion in assets," said Hurst, who chairs the investment strategy

arm of Horizon Financial Group.

Hurst has also served as president of the Northeast Ohio chapter of the Financial Planning Association.

In addition to being a certified financial planner, Hurst is also an accredited investment fiduciary, which he said means he adheres to specific standards and acts in the best interest of his clients.

Impel Wealth Management is open Mondays through Fridays from 8 a.m. to 4:30 p.m. and other times by appointment.

For more about the business, visit [www.impelwealth.com](http://www.impelwealth.com) or call 330-800-0182.

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Impel Wealth Management opened this past May in a rehabbed building located at 2006 Fourth St., pictured above.

Photos courtesy of Impel Wealth Management