



For Immediate Release

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**GREAT LAKES WEALTH IMPLEMENTS AWARD-WINNING RISK ALIGNMENT PLATFORM TO
DRIVE CLIENT SUCCESS**

Northville, MI – Great Lakes Wealth announced it has implemented Riskalyze, the world’s first risk alignment platform, which mathematically pinpoints a client’s Risk Number® and equips advisors to empower fearless investors.

Built on a Nobel Prize-winning framework, Riskalyze quantifies the semantics of the financial advice industry, replacing confusing and subjective terms like “moderately conservative” and “moderately aggressive” with the Risk Number, a number between 1 and 99 that pinpoints a client’s exact comfort zone for downside risk and potential upside gain. Advisors then build an investment portfolio to match the client’s Risk Number and chart a clearly defined path to the client’s goals.

Riskalyze was twice named one of the world’s 10 most innovative companies in finance by Fast Company Magazine and has appeared twice on the Forbes FinTech50 list.

“Our clients are at the center of all we do,” says Dewey D. Steffen, CEO & Chief Investment Officer of Great Lakes

Wealth, “so being able to work with them and gain an even greater understanding of their perceived (or real) risk tolerance and how that fits in with our investment strategies can only enhance their experience here and increase the odds of their success. Riskalyze is a data-driven, analytical tool, which will not only help our clients succeed, but will help our Wealth Advisors, Planning Professionals, and our Investment Team to have even greater success too. That’s what investing is all about! “

“Great Lakes Wealth has ushered in a new era of predictability and reliability for their clients by investing in the world’s first risk alignment platform to pinpoint a client’s Risk Number and align their portfolio to fit,” says Aaron Klein, CEO at Riskalyze. “We love working with advisory firms like Great Lakes Wealth, who are committed to investing in the success of their clients by empowering fearless investing.”

About Great Lakes Wealth

Great Lakes Wealth proudly combines Wall Street solutions with Main Street values – and our clients are at the center of all we do! We offer goals-based financial planning, strive for best-in-class asset management solutions and provide concierge-style client service. We turn the complicated into the simple and bring common-sense investing to a not-so common-sense world. Our overarching objective is to help each client manage and preserve their wealth, ultimately enjoy their retirement and financial independence, and build a legacy for their loved ones and the charitable causes they support. To learn more about the Great Lakes Wealth advantage, visit www.greatlakeswealth.us.

About Riskalyze

Riskalyze is the company that invented the Risk Number®, which powers the world's first Risk Alignment Platform, empowers advisors to execute the digital advice business model with Autopilot and enables compliance teams to spot issues, develop real-time visibility and navigate changing fiduciary rules with Compliance Cloud. Advisors, broker-dealers, RIAs, asset managers, custodians and clearing firms use Riskalyze to align the world's investments with each investor's Risk Number. To learn more, visit www.riskalyze.com.

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