Meet

Bill Hickerson

William R. Hickerson, CFP®

Specializations:

- Retirement Planning
- Tax Planning
- College Planning
- Estate Planning
- Investment Portfolio and 401(k) Advice & Monitoring
- Social Security
- Medicare
- Insurance & Risk Management

Qualifications:

- CFP® (CERTIFIED FINANCIAL PLANNER™)
- BA in Economics from the University of Minnesota

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Bill works closely with people to help them achieve their financial goals. As a financial adviser, he guides clients toward making proper decisions on all aspects of their financial lives. He provides comprehensive wealth management services such as retirement and tax planning, investment portfolio strategies and 401(k) advice. He is a CERTIFIED FINANCIAL PLANNER™.

Bill has been a part of Advance Capital since 1999. Previously, he was employed at Bank One, First Bank and Piper Jaffray as an investment adviser.

He is a graduate of the University of Minnesota with a BA in Economics.

What influenced your decision to join Advance Capital?

First and foremost, Advance Capital's client-focused culture. Everyone at the firm believes in the philosophy of putting clients first. I've worked at other financial companies and I can say that Advance Capital is one company that truly doesn't treat clients as secondary to the bottom line.

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How would you describe Advance Capital's culture?

It is a culture focused on nurturing relationships with people over their entire financial lives. We are encouraged to spend the time necessary to get to know clients so we can best help meet their needs. Often, that means doing work without compensation because we are dedicated to helping anyone in need of financial guidance, and we know the success of our clients eventually leads to our success.

Describe the importance of client education in your process.

I love a client who does their homework and asks a lot of questions, and I believe every client should. That's why I think education is one of my most important responsibilities. Education helps both my clients and me, because a client who truly understands what I do to help can be more confident and successful.

Where do good solutions come from?

Good solutions come from asking a lot of questions. Since this is not a one-size-fits-all business, we take pains to fully understand each client's situation. It allows us to come up with the proper solution for every unique challenge. As I like a client who asks me a lot of questions, I enjoy asking a lot of questions as well to make sure I understand a client's needs as best I can.

What do you think is important about giving back to your community – both at the firm and for you personally?

I feel that giving back allows you to grow as a person. You can learn a lot about yourself and gain a new perspective on life when helping others. I frequently volunteer my time coaching sports for children, and it's a constant reminder of what's really important in life. I hope to instill a strong work ethic and make a difference in each child's life. It's also great to work for a firm that encourages such volunteerism and provides opportunities to do so through various charitable partnerships. I think the learning experiences from giving back better the way we work with our clients.

Fun Fact!

Bill is skilled at juggling many things at once. Literally. He learned to juggle after a challenge from his 8th grade math teacher and has kept it up ever since.