



LAKE ROAD ADVISORS

CASE STUDY: MARIA AND TED GOLDWYN

AT A GLANCE

CHALLENGES

- Saving for retirement
- Household budgeting
- Gaining control of expenses
- Saving for kids' college

RESULTS

- Reduced debt
- Improved budgeting
- Increased savings for retirement and college

BACKGROUND

Ted and Maria Goldwyn are a mid-career professional couple with three children, now aged 11 to 19. Maria is a public school educator, and Ted owns a professional services business. They've worked with Paul Sydlansky and Lake Road Advisors since 2016.

CHALLENGES

Prior to working with Lake Road Advisors, Ted and Maria felt their financial life was out of control. With three school-aged children, they were challenged in prioritizing saving for retirement, saving for their children's college, and repaying credit card debt that had ballooned over time. In addition, Ted's new business was growing rapidly, and he desired more control over expenses. They experienced a lot of frustration when, month after month, they watched their credit card balances and other debts increase. The Goldwyns felt disorganized and in the dark with respect to their household finances. Their prior financial advisory firm focused primarily on the couple's investment assets, but provided little guidance in terms of day-to-day financial management or budgeting, and offered little support in helping them save for their future. The Goldwyns needed help!

SOLUTION

Lake Road Advisors focuses on financial planning for working parents with young families. Founder Paul Sydlansky, CFP® believes in simplifying his clients' finances in order to build a better path forward. He offers a more straightforward, transparent method of financial planning services than most advisors. His goal is to help families and small business owners feel less stressed about their finances so they can slow down and enjoy the most important things in life. Paul helped Ted and Maria get their financial lives in order by teaching them systems to support their personal budgeting and financial planning, while offering advice and referrals on topics ranging from retirement savings, insurance and tax strategies.

One of the things Ted really likes about Paul is that he takes the time to get to know his clients personally and understand their unique challenges, and caters his services to fit their specific needs. Lake Road Advisors is particularly focused on mid-career professional families— like the Goldwyns—who have school-aged children and are trying to balance saving for college and retirement while meeting day-to-day household expenses.



"Lake Road Advisors's positive impact on our lives goes well beyond our investments and budgeting. We have never been just an account to Paul. He truly is interested in our family's well-being."

TED GOLDWYN



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RESULTS

Paul took the time to understand Ted and Maria's specific financial needs and got them on the right track.

Reduced Debt: Lake Road Advisors customizes financial planning for the unique needs of its clients and offers numerous ways to connect and meet.

"Paul insists on meeting with us on a quarterly basis to ensure our financial plans are working for our needs both today and in the future," Ted says. "When we started our journey with Paul, we had significant credit card debt. Within a short time, we were able to eliminate or refinance all of it. We now carry zero revolving debt and pay our credit cards in full each month."

Improved Budgeting: "One of the many things I appreciate about Paul," Ted says, "is his approach toward helping couples in their decision-making process and the day-to-day running of their household finances. One of his earliest suggestions was to open separate checking accounts to divvy up the duties. That has made a huge difference in our monthly budget and allows us to work as a team."

"There's a lot of things to stress about in life," Maria says. "You've got to worry about your kid's health and your jobs. Everybody has different stressors and the fact that Paul approached us in such an open way and is so inclusive of both Ted's and my needs means that the day-to-day budgeting is one stress I don't have anymore. And that's pretty amazing!"

Increased Retirement Savings: "We've always been happy with Lake Road Advisors with regard to our retirement account financial performance," Ted says. "We understand there will be ups and downs, but the investment strategy is long term. We have hit some significant milestones, and we're confident we're now in a comfortable place for our retirement."

Going the Extra Mile: In addition to helping Ted and Maria get on track financially, Paul went above and beyond by connecting them with a trust and estate attorney and a local insurance agency. On the business side, Paul introduced Ted to a CPA who suggested he convert his business from a sole proprietorship to an LLC, which saved him several thousand dollars a year in taxes and helped grow his business.

"Paul immediately felt like more than just a business partner," Maria says. "He wanted to truly know what we were all about so he could help us make the best-educated choices. And he has done that throughout the years. He knows our kids, and he has seen them grow up. He inquires about the activities they do outside of school. Paul doesn't consider us just a portfolio. He views us as people and makes us feel very valued. I greatly appreciate his approach and how he conducts business."

Lake Road Advisors is more than a financial planning firm. It's a growing team of professionals with many years of deep industry experience who are committed to helping their clients live their lives to the fullest. Paul Sydlansky and his team are ready to meet you where you are on your financial journey, and they will work with you to create a realistic plan that meets your specific needs. [Book a free meeting today](#) to learn how they can help you achieve your loftiest goals.