

Financial Balance, Defined

Despite 12 bear markets and stock crashes since its founding in 1983, **Socha Financial Group, LLC** maintains an impressive client retention rate—thanks in part to its track record of defying industry standards.

For 40 years, Corning-based Socha Financial Group, LLC has built a reputation for challenging the status quo. In 1983, when Nancy Socha and her husband, Lou, couldn't find the financial advice they needed, Nancy walked away from a career in the health care industry and into uncharted waters. She became one of the first female financial advisors in the area and never looked back.

Today, the second generation of the Socha family continues to provide top-tier service to families in all stages of their financial lives. In 2019, Michael Socha, CFA®, CEO and chief investment officer, and his sister Michelle Socha Vang, CFP®, EA, managing partner and chief compliance officer, purchased the firm alongside Nina Graham Socha, CFP®, CDFA®, managing partner, and Jolie McCarthy, CFP®, EA, managing partner. The firm's varied clientele includes high net worth families, young professionals, business owners, and retirees.

Considering the components of a family's financial world, Socha Financial Group offers investment advisory, financial planning and consulting, and tax planning and preparation. These services are supported by extensive knowledge of Corning Incorporated's retirement plans, compensation packages, stock options, pay structure, and more.

The firm's singular insight comes from its team's diversity—75% owned and 90% operated by women. "Many of our new clients, particularly mature adult women, have a hard time talking about money or have never had the responsibility of handling family affairs," says Nina, who assists clients as they consider the financial intricacies involved in divorce, including tax implications and valuing assets. "I enjoy talking about money, and by educating people, I am helping put financial planning within everyone's reach."



FROM LEFT TO RIGHT: Jolie McCarthy, CFP®, EA, Managing Partner; Michelle Socha Vang, CFP®, EA, Managing Partner, Chief Compliance Officer; Michael Socha, CFA®, CEO, Chief Investment Officer; and Nina Graham Socha, CFP®, CDFA®, Managing Partner.

Individualized, Institutional Insight

As CEO, Michael is also breaking down barriers for investors. His use of sophisticated investment strategies can deliver advantages once available only to institutional investors. "We look beyond stocks and bonds to consider alternative investments such as private real estate, hedge funds, and private equity or credit," he says. "As a result, clients' portfolios more closely resemble the holdings of ultra-high net worth families, universities, and other large organizations."

Each client's portfolio is tailored with unique needs in mind, whether it be tax efficiency, ESG, or faith-based investing. Michael proactively researches new approaches and products, adopting those he feels are most appropriate.

While Nancy and Lou have passed the baton to the next generation of advisors, they remain proud of the tremendous

growth it has experienced in the last four years—a 46% increase in assets under management and more than 255 clients added to the roster.

"We invite visitors to our office with a white-glove tour, strive to answer each phone call or email within 24 hours, and travel around central New York as well as the entire East Coast to meet with clients who call these communities home," concludes Michael. "Though our management structure has changed, our culture remains the same, and servicing clients is always our top priority."



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