



Mark Simmons,
President

Simmons Asset Management LLC

Mark Simmons doesn't want to be that financial adviser clients talk to once or twice a year. His company, Simmons Asset Management, is built on communication and knowledge, two things he strives to give his clients on top of a full range of investment and wealth management services.

After working for Baton Rouge's BF/Anderson for 10 years and moving up the ranks to vice president, Simmons decided to venture out on his own last year. He wasn't interested in joining a large financial management company. Simmons wanted to offer clients a different experience, one from a firm that is 100% employee-owned with a small-town, community feel. The services he offers are everything a larger institution can, but each and every client receives an experience that is distinct and personal.

"Every Monday morning I ask myself, 'What am I going to do this week to help my clients?'" says Simmons. "I view each of my clients as my boss and I want to do a good job for them."

After an initial meeting where Simmons sits down with a client to find out what their financial concerns and goals are, he then follows up with them at least monthly to be sure they stay in touch. Beyond the personal relationship he has with his clients, they also hear from Simmons via his quarterly "Simmons Street Newsletter," which covers topics like market performance and

investment tips, as well as the "Simmons Strategy Blog" and a Facebook page.

The ultimate goal of Simmons Asset Management is to provide investors with unbiased, educational information to help them become more informed about their financial situation. Simmons believes that by spending just five minutes reading his newsletter, a client or potential client can become informed about what's going on in the markets.

"I really want to give people knowledge," he says. "If you think about the amount of money people have lost, a lot of it was the result of a lack of knowledge. I want to give people information, whether it's personal time with my clients or on my blog or through a free subscription to my newsletter. My mantra is to help people, even if they're not clients," he continues. "If I do that, I'm doing my job."

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