

Powerful Independent Solutions for Assessing Risk and Managing Wealth

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World Equity Group

In an economy full of upheaval, there is a place smart investors can go for financial peace of mind. World Equity Group (WEG) is an independent company that equips its clients to deal with whatever the markets throw at them.

The key word here is *independence*; independence is what allows WEG to thoroughly analyze and confidently offer a wide assortment of financial products, services and managers — all without the conflicts inherent to big national brokerage houses. Tied to their proprietary products, these firms often look out for their own interests, not the best interest of their clients. But free from such ties, WEG is able to choose the solution best fitting each client's individual situation. The firm only presents recommendations aligned with its clients' goals, objectives and risk tolerance.

Comprehensive Risk Management Strategy

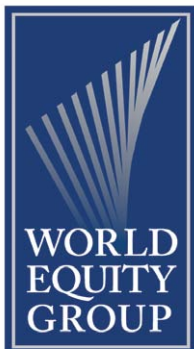
WEG also has a broker-dealer division whose president, Richard Babjak, is an investment advisor representative with his own client base of individuals, successful professionals, retirees, business owners and institutional investors. "We focus on developing a comprehensive risk management strategy to help protect clients' assets by adapting portfolios to changing market conditions," Babjak says. "The financial environment is very different from what it was in the '80s and '90s, so it's more important to avoid the large downside than to be concerned about potentially missing some of the upside. After all, it can take years to recover from the downside." The firm's risk management strategy stands in contrast



Choosing the right wealth manager can be a daunting task; there are more than 31,000 wealth managers in the Chicago area alone. To make the choice easier, *Chicago* magazine partnered with Crescendo Business Services to identify those who deliver the highest overall satisfaction. After an exhaustive selection process, less than two percent were designated as 2010 FIVE STAR Wealth Managers. Among those selected was Richard Babjak of World Equity Group. His knowledge, insight and dedication have made an undeniable impact on his firm and his clients.



Richard Babjak, President and Investment Advisor Representative



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to the "buy and hold" of many advisors who do not offer tactical strategies as part of their overall plan.

Outstanding Growth, Service and Communication

From a business started with two individuals, World Equity Group has grown to include over 180 financial advisors, 27 home office employees and nearly \$3 billion in assets under management. "We have a great team behind us offering a high degree of follow-up, client service and client communication," says Babjak. "This involves annual face-to-face reviews, quarterly consolidated performance reports, a monthly newsletter, online tools, retirement goal monitoring and projecting, and special, informative client events."

Babjak has published two books through Palisades Press: *Educated Investing* and *Tactical Asset Allocation*. "Being a financial advisor and the owner of the firm gives me a unique perspective toward shaping the products we offer," he says. "Top registered representatives are attracted to our firm because they see the owner as a financial advisor, not just an administrator. I am fortunate to be able to implement ideas and solutions that make a difference not just for our financial advisors, but for our clients."