Preserve, Protect and Enhance Your Wealth

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Johnson Bender & Company

From left: Dan Bender, Willis Johnson and Kevin McNulty

Who doesn't dream of being wealthy, of having the financial resources to enjoy life on their terms, with enough money to cover any contingencies and provide for future generations?

But for those fortunate enough to attain it, wealth brings both opportunity and responsibility – including the responsibility to preserve and protect it from inappropriate investment choices and other risky financial decisions, says Willis Johnson, president and CEO of Johnson Bender & Company. A comprehensive wealth management firm based in Houston, Johnson Bender offers a full spectrum of fee-based financial planning services and products to help clients preserve, protect and enhance their wealth.

Avoid Inappropriate Investment Choices

"We advise our clients not to take on additional risks, and urge them to avoid making emotional investment decisions," Johnson says. "At the same time, we help determine the correct asset allocation and the right investments for their needs, with the goals of preserving the estate for the life of the individual and sustaining it for the next generation."

Safeguard Your Wealth From Risky Financial Decisions

Inappropriate investment choices are not all that can put a portfolio in jeopardy. "Some clients don't fully understand the risks that may be involved in helping a child start a business, cosigning legal agreements for family members, or pledging assets to entities or individuals," Johnson says. "At Johnson Bender, we do everything possible to ensure clients don't do anything that might cause undue harm to their estate or portfolio." This includes failing to take advantage of income and estate planning techniques that will minimize taxes during their lifetime and avoid excess taxation at death.

Grow Your Wealth

As important as it is to preserve and protect clients' wealth, Johnson Bender doesn't stop there. The Johnson Bender team is equally focused on enhancing asset values. The process starts with an in-depth analysis of the client's income and assets. "That allows us to make appropriate recommendations and develop a plan to help provide an income stream while growing the family wealth," Johnson says.

Comprehensive Wealth Management

Johnson and his partner, Senior Vice President Dan Bender, have over 50 years' combined experience helping high-net-worth individuals and families meet their financial goals and preserve the assets they have worked so hard to build. The firm's skilled staff uses the latest technology that allows them to handle the most complex situations with ease.

"We treat each client as a unique individual, and take pride in providing innovative services and products geared to his or her specific lifestyle, economic and business needs," Johnson says. "Our job is to help our clients feel confident about their financial future."

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