



**As Seen In... Forbes, May 10, 2010**

## The Whole Package

### Johnson Bender & Company Is a Comprehensive Financial Partner

Johnson Bender & Company isn't exactly running for the title of Biggest Investment Firm in Houston. But pound for pound, it just may be one of the best. Founding partners Willis Johnson and Daniel Bender have a combined total of over 50 years in the investment business. They're joined by a staff of professionals dedicated to their clients and to understanding their clients' goals in order to effectively manage their assets.



Daniel Bender, Sr. Vice President, left, and Willis Johnson, President & CEO

#### Comprehensive and Customized

"What we do best is comprehensive wealth management," says Johnson, president and CEO. "Doing it right, responsibly and expertly, is important to us, because we know how important it is to our clients." He looks at the firm's size as an advantage, similar to the way a small, cunning fox can outpace a whole pack of big dogs. "We believe we can do a lot that the big

firms can't. We pride ourselves on customizing results for clients. We can treat them as unique individuals. As far as size goes, we are a boutique, and we consider that a good thing."

Johnson was named one of *Barron's* top 1,000 advisors in 2009\*. Building grounded, long-term relationships, while paying

close heed to client objectives and goals, has been the key to his success. What sets his firm apart is its relationships with clients. "We are able to come up with answers to questions our clients didn't even know they had," he says. "I love solving problems. I love the relationships I have

*"We're here to make it easy for our clients. And to make plans that not only work as hard as possible for them, but adjust to the world they're in."*

—Willis Johnson

with my clients, and the same is true for our whole staff. We look forward to educating clients about their financial choices."

\*The formula *Barron's* uses to rank advisors is proprietary. It has three major components: assets managed, revenue produced and quality of practice. Investment returns are not a component of the rankings because an advisor's returns are dictated largely by the risk tolerance of clients. The quality-of-practice component includes an evaluation of each advisor's regulatory record. Past performance cannot guarantee future results. Rankings cannot guarantee future investment success. Securities investments are subject to risk. Material discussed herewith is meant for general illustration and/or informational purposes only. Please note that individual situations can vary. Therefore, the information should be relied upon when coordinated with individual professional advice. Views expressed may not reflect the views of FSC Securities Corporation. Securities offered through FSC Securities Corporation. Member FINRA/SIPC. A registered broker-dealer not affiliated with Johnson Bender & Company Advisory services offered through Johnson Bender & Company

Senior Vice President Daniel Bender's prime area of expertise is investment and estate planning services. "Over the years, I've found that clients have spent a lifetime building their businesses, assets and estates, but little time preserving them," says Bender. "We're here to provide the knowledge and background they need to do things right."

#### Retirement Planning Made Easy

Retirement planning is one of Johnson Bender's specialties. "Most people retire once or maybe twice in their lifetime," says Johnson. "Not us. We've retired hundreds of times. Through our clients, we've been through it many times over. We've seen the issues they're facing again and again. So we're ready for whatever can come up. We take their hand, guide them through, and put them at ease."

Much of Johnson Bender's proficiency comes from its use of the latest technology. The firm has a skilled staff that can handle the most complex situations and the most involved, complicated plans with ease. But no matter what Johnson Bender does, it uses a practical approach. "The greatest plan in the world is useless if it can't be implemented," says Johnson. "That's why we often take a simple route. When putting a plan together, there's no need for unnecessary complication. We're here to make it easy for our clients. And to make plans that not only work as hard as possible for them, but adjust to the world they're in."

It's all about hard work, client relationships, keen insight, advanced technology – the whole package. Find out for yourself that the package Johnson Bender & Company has to offer is just the right size.



Back Row: Willis Johnson, President & CEO, and Bob Lowerre  
Front Row: Daniel Bender, Senior Vice President, Kevin McNulty, Vice President, and Paige Pickar Guinn



#### JOHNSON BENDER & COMPANY

5555 San Felipe, Suite 1100  
Houston, TX 77056  
713-439-1200  
[www.johnsonbender.com](http://www.johnsonbender.com)