

## PERSONAL INVESTMENT SERVICES FIRM Securian Advisors

Now is not the time for people to take their finances lightly.

With the economy still dicey at best, people are paying close attention to the bottom line. That often means the need for a personal investment advisor, and that for a majority of the subscribers who voted in the Best of the Corridor poll, means turning to Securian Advisors.

Kathy Soldswisch, marketing coordinator for the Hiawatha firm, said the company was likely singled out for recognition because of the personal touch of its advisors.

"People are relationship oriented with their clients," she said. "It's not just a business deal. They are very concerned about the well being of their clients."

She said the economy has likely brought more people to the company as they seek assistance with their funds.

"With the market up and down, that can strengthen the relationship," she said. "People are looking to their advisor for guidance: should we stay in or get out. They have faith in their advisors."

The firm offers its services mainly to individuals. Most clients are looking to build their retirement portfolio, she said. Other services include comprehensive financial planning, annuities, es-



tate analysis and planning, college funding, charitable donation strategies and life insurance.

The company offers several services for businesses as well. These include employee benefits, group life insurance, consulting, buy-sell agreements and setting up 401k plans.

The firm also helps businesses with issues related to succession planning, she said.

The firm has five advisors and six staff members on site at its 1327 Boyson Rd. office. It is part of Securian Advisors MidAmerica, with offices in Davenport, Burlington, Lake Mills and Tulsa, Okla.

**Runner Up: Merrill Lynch and Robert W. Baird**

— John Kenyon

