

PACIFIC CAPITAL



November 18, 2021

Last week was special. I won the 2021 the "Spirit of the Entrepreneur Award" in our SoCal region (surrounding 60 cities) for the service-based business category. And we officially celebrated our 10 year anniversary at [Pacific Capital](#). It was so great to have my family and most of our team there in attendance.



It took a lot of guts to leave Merrill Lynch back in 2011. It didn't make sense to a lot of people to leave the corporate perks of the big Wall Street Bank. But deep down, I knew I had to do it. I knew there was a better way to give financial advice to families and businesses than from within the constraints and walls of the big bank. My family believed in me since day one.



To me, winning awards and admiration for business achievements is only worthwhile if accompanied by the love and respect from these six people right here. These moments are only fulfilling if my family relationships are strong.

"Nothing can take the place of home in rearing and teaching children, and no other success can compensate for failure in the home." - David O McKay



Besides my boys grumbling a little about wearing a bow tie, they were excited to support me last week! As we went backstage, one of my kids gave me a tight hug and said, "Dad, I am so proud of you. This is really cool."

And that meant the world to me.



That night was a nice validation and recognition for what we've achieved as an independent fiduciary wealth advisory team. The people who I get to work with are truly all stars. For those of you who are already Pacific Capital clients, you know what I mean. Cheers to all of you entrepreneurs and the brave teammates who work for and with entrepreneurs!

And THANK YOU for your continued trust and support.

If you want to chat about your financial life and how we can help you protect what's important to you, simply [CLICK HERE](#) and pick a time to chat.

P.S. My audiobook for SMART, NOT SPOILED is finally out on [Amazon](#) and [Audible.com](#)! Yes, I recorded it in my own voice this time!

P.P.S. [Here is a slide deck](#) with pictures and recipes for the top 85 Thanksgiving side dishes if you want to have a look!

Have a great day!



Chad Willardson
WEALTH ADVISOR FOR ENTREPRENEURS

Certified Financial Fiduciary®

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Schedule a Call

