Lake House PRIVATE WEALTH MANAGEMENT

WEALTH MANAGEMENT FOR EXECUTIVES

Built for the moments your equity *becomes wealth.*

Lake House is an independent fiduciary firm for executives, founders, and families navigating acquisitions, IPOs, change-of-control payments, and the moments that define a career. The year around a liquidity event contains more high-stakes financial decisions than the prior decade combined — we make sure they get made in the right order, before the planning windows close.

WHO WE SERVE

A specific moment in a successful life.

The Executive
Senior leaders with concentrated equity, RSUs, and options approaching vest or sale.

The Founder
Entrepreneurs preparing for or completing a sale, recapitalization, or strategic exit.

The Family
Multi-generational households planning around legacy, education, and wealth transfer.

The Professional
Physicians, attorneys, and partners whose income outpaces their financial infrastructure.

WHAT WE DO

Four specialties. One integrated plan.

M&A & Liquidity Events
Pre-transaction structuring, QSBS stacking, 10b5-1 design, and basis-aware sale sequencing.

Executive Equity Compensation
Concentrated stock strategies, exchange funds, and tax-aware unwinding of single-stock risk.

Integrated Financial Planning
Investment, tax, estate, insurance, and cash management in one written, prioritized plan.

Workplace Retirement & 401(k)
Plan design and fiduciary oversight for the businesses our clients lead and own.

WHY LAKE HOUSE

Built differently from the ground up.

- ✓ **Independent & fiduciary by structure** — owned by its advisors, with no proprietary product shelf to push.
- ✓ **Assets held at Schwab or Fidelity** — independent custodians, never the firm itself.
- ✓ **Transparent and fee-only** on assets advised — no commissions, trails, or product fees.
- ✓ **A partner answers the phone** — a deliberately small book of clients, known rather than numbered.

YARDLEY, PA · PHILADELPHIA – PRINCETON CORRIDOR

LAKEHOUSE-WEALTH.COM

GETTING STARTED

What the first ninety days look like.

1 WEEK 1 — **Discovery Conversation**
A ninety-minute introduction. No paperwork, no pressure — we listen.

2 WEEK 2–3 — **Balance-Sheet Review**
We organize your full financial picture and identify the highest-leverage opportunities.

3 WEEK 4–6 — **Written Plan Delivered**
A clear, prioritized roadmap covering investment, tax, estate, and risk.

4 WEEK 7–12 — **Transition & Implementation**
Coordinated account transfers, portfolio build, and the start of an ongoing partnership.

THE ONGOING RELATIONSHIP

Ninety days and beyond.

We meet **two to four times a year at a minimum** — always at the start of the year, and again in late fall — with a direct line in between.

EARLY YEAR

Annual Planning Review

Goals, cash flow, savings targets, and any changes the plan needs to reflect.

MID-YEAR

Progress & Portfolio Check-In

Performance, rebalancing, and mid-course adjustments as life and markets move.

LATE FALL

Year-End Tax & Planning Session

Harvesting, Roth conversions, gifting, and CPA coordination before the windows close.

ANYTIME

A Direct Line, Always

Job change, sale, market scare — you call or text a partner directly.

Chris Gatsch
FOUNDER · MANAGING PARTNER

Stephen Shaffer
CFP®, AIF® · PARTNER

Sarah Ploskonka
INVESTMENT ASSISTANT

A conversation, *not a commitment.*

Thirty minutes, no agenda, no obligation. We'll tell you honestly whether we're the right partner — and if we're not, who is.

calendly.com/chris-gatsch/30-min-discovery-call
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