



Geoff von der Linden

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“My hope is that my clients are sleeping soundly at night, as peace-of-mind should not be dependent upon the swings of the stock market.”

Geoff is an integral part of the HJ Sims team, having served investment clients for more than 15 years. Focusing on income-based investments that are outside of the equity markets, specializing in bonds, Geoff advocates for an approach to growth that includes a mix of asset classes.

Prior to his work in the financial services industry, Geoff worked for his family’s manufacturing business for ten years. He put in long hours helping to streamline the company’s metal finishing lines, pre-plate and pre-paint at a mass scale, including automating the finishing process for gold casters in the New York diamond district and developing sub-micron finishing processes for titanium knee and hip implants, as well as other medical devices for a host of biomedical firms.

With the domestic manufacturing climate becoming increasingly challenged, Geoff decided he would try his hand at Wall Street, where many of his friends originally landed positions. Geoff was hired at David Lerner Associates in Princeton and it was fate from there.

Client relationships are very important to Geoff, and works diligently to develop very intimate relationships with his clients. Seeing his clients’ goals via their eyes helps him to build and safeguard their assets.

Geoff leveraged efficiency and processes through the adaptation of new technology and materials. Geoff saw parallels between HJ Sims’ unique and revolutionary platform technology and his work in the manufacturing industry, and this is partly why he chose HJ Sims. His experience in manufacturing helps him fine-tune his clients’ portfolios and keep them abreast of the impact of potential events, regulatory policies, or interest rate changes have on their portfolios. Geoff helps keep his clients ahead of the curve and helps optimally position his clients according to their goals.

What really distinguishes Geoff is his approach and philosophy. Geoff treats every client dollar as if it was his own, and it does not matter whether a client has less money or a lot of money: Every client is just as important. Geoff, does not follow the herd and does not have a problem having hard conversations with his clients when he believes something needs to be said or done.

In one case, Geoff encouraged a client to enroll his mother into a new insurance policy that boasted a more robust long-term care benefit. The cost at the outset was more expensive, but the payout was much larger; this policy eventually assisted his client’s family immensely when the mother was diagnosed with dementia, ultimately saving the family approximately \$500k.

Geoff is a New Jersey native, residing in Basking Ridge, NJ. An avid kite surfer who enjoys offshore fishing, Geoff considers himself a “salty dog” and summers in Chadwick Beach Island, NJ. In addition to the beach, Geoff enjoys mystery and spy novels, skiing, craft beers and can be seen in flip flops from May to November. Geoff is married with two daughters, and their family dogs, Eddie and Ralph.

Geoff earned his B.A. in business administration from Lehigh University. He holds his Series 7, 63, 65, life and health insurance licenses.