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"There are no shortcuts. You must listen, educate and teach. Be patient and listen. You must also have the courage to not run with the crowd."

Joseph applies his decades of business and investment experience to help navigate his clients on their financial road. Navigating that road together requires a trusted relationship built over the course of time through positive and stressful environments.

Prior to joining HJ Sims, Joseph spent more than 20 years in the computer, applications and communications technology sectors, and working for tech start-ups supporting Fortune 100 companies. He also spent more than four years working in the insurance industry, managing litigation.

Born in Michigan and raised in New Jersey, Joseph had insatiable curiosity and relished his father's in-depth answers to his many questions.

Joseph is practiced at the skill of listening, and is adept at applying solutions to problems, having learned this skill during his time in the technology sector where he was continually examining a variety of organizations from the inside-out, including brokerage, government and private companies. Joseph gained a deep knowledge of how businesses succeed, factors that affect financial performance and the mechanisms of a company's organization. Consequently, Joseph possesses a broad business knowledge. Joseph leverages this knowledge while

examining investment opportunities with his financial clients—powerful know-how that helps inform his role as a Financial Advisor.

After leaving the technology sector, in 2004, Joseph secured a position as a licensed financial advisor with David Lerner Associates. He built a business comprised of approximately \$90 million worth of client assets. When Joseph moved to HJ Sims, many clients followed him—he is truly valued by his clients for his ingenuity and honesty, which begets trust. Some of those client relationships are now approaching 17 years—all because Joseph does what is in his client's best interest. Joseph also takes time to educate and explain investment strategies to his clients so they are prepared for the potential upside and downside of any solution.

In his spare time, Joseph enjoys woodworking, building furniture for a purpose. Joseph sees a correlation between the craft of woodworking and financial planning. He believes that like furniture, long-term financial needs require a plan in order to be built. Just as the woodworker takes raw material and applies his techniques and tools to build something useful, Joseph believes the same holds true with investing. He strives to apply the right solutions at the right times within a client's comfort level in order to build a useful plan.

Joseph also enjoys spending time with this family, exercise and running.

Joseph holds his Series 7, 63, 66 and insurance (life, health and long-term care) licenses. He earned a B.A. in economics from the University of Michigan, Ann Arbor.