



# Our Financial Concierge

if it's financial, it's personal.

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## ***For Immediate Release***

### **RE: Veteran Banker, Becci Hall, Goes Out on Her Own**

Des Moines, Iowa –

Becci Hall is excited to announce the founding of her new company, **Our Financial Concierge LLC** which operates with her culture of “***if it's financial, it's personal.***” After spending 16 years in commercial, private and mortgage banking in the Des Moines metropolitan area, she decided it was time to fulfill her dream. Our Financial Concierge fulfills her dream by bringing to the financial services community a company unlike any other to deliver unbiased and client-focused financial resources.

Hall believes, as do her clients, even though a mortgage is a loan, it actually represents the home a family will be raised in or the money available to save for retirement or the place to celebrate family events and holidays. A mortgage loan is as personal as it gets,” says Hall. If it's financial, it's personal defines her company, Our Financial Concierge.

Becci Hall sells no insurance, investment, or banking products. Her clients hire her to help them find solutions. Hall says, “I help my clients complete the tasks their advisors have recommended. I translate financial-oriented information so my clients understand the information and get what they need in order to make a comfortable decision. I even resist a recommendation because the decision is about them ... it's personal. Simply, I am a financial interpreter.”

Some extremely wealthy people have family offices that deliver personal assistant and concierge services, and they employ experts to help them with financial, investment and estate needs. Hall asks, “What about the everyday person who lives in a dual income household, or has a busy life outside the home or is even self-employed. Or, where does an inexperienced surviving spouse go and who do they trust? Where do these families find the time and/or resources to care for their financial house?” The



concept for Our Financial Concierge came about in 2002 when her father, a prominent real estate developer in Davenport, passed away and left her mother a house, investments and life insurance proceeds with no knowledge about what to do next.

Hall adds that Our Financial Concierge also protects clients from unethical business practices and from advisors that do not value a client's relationship. "This is the side benefit of my company. If I am working with a client and an advisor proposes a solution that benefits them more than the client, I will ask some questions. Or, if a client is only continuing a relationship because it is too hard to change or they don't know where to go, I will help them change. No one should continue to be rewarded with a client's business if they are doing a bad job. It's the old concept of self-regulation" says Hall.

Most recently, Becci Hall was employed by Two Rivers Bank & Trust in West Des Moines as Vice President of Private Banking & Mortgage services. Prior to this position, she worked as a mortgage originator with Wells Fargo Private Mortgage Banking and First Horizon Home Loans. She is also a veteran of bank acquisitions having worked as a Vice President in Commercial and Private Banking for Boatmen's Bank, NationsBank, Bank of America and Brenton Bank. Hall adds, "These positions prepared me for this opportunity. I am no longer limited by the products I had to offer at the time. I can now purely help clients satisfy their needs."

Becci Hall lives in Polk City with her husband, Chief Warrant Officer 3 Dennis Hall, and their three sons.

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