

LEADERSHIP

Ron Mills of Planned Security Advisors, LLC Is Setting New Standards In An Ever-evolving Industry

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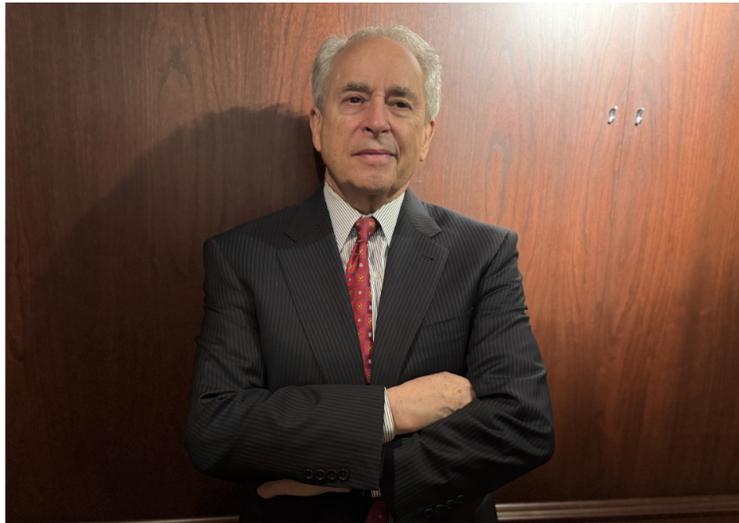


Photo From Planned Security Advisors, LLC



by Mae Cornes

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Remember when you last looked at a financial advisor's fee schedule? If you're like most people, you probably felt your stomach drop. But here's something that might raise your eyebrows instead: Ron Mills, founder of Planned Security Advisors LLC, is tearing up the traditional playbook. His radical idea? He offers knowledgeable financial planning without charging a dime.

Yes, you read that right. Zero.

In a world where financial advice often feels like an exclusive club with a steep cover charge, Mills is throwing open the doors. And his timing could not be better – especially when you consider that many Americans have no one helping them navigate their financial future.

Why Pay More for Less?

Let's talk about the elephant in the room: those eye-watering fees that most financial planners charge. We're not talking pocket change here – many firms slap a \$2000+ price tag on their comprehensive plans. No wonder so many folks try to go it alone.

Mills shakes his head when discussing this industry standard. *"You know what drives me crazy?"* he says, leaning forward. *"Everyone's obsessed with assets under management, but they've lost the plot. Understanding your financial picture shouldn't cost an arm and a leg."*

His fresh take isn't just making waves – it's creating a tsunami of interest. With business growing rapidly, it seems plenty of people agree that the emperor's old clothes needed a serious update.

Dream Team or Solo Show?

Think about most financial advisors you know. They're usually lone wolves, right? Mills took one look at that model and said, *"No, not good enough."* Instead, he's built the financial planning version of The Avengers, a carefully picked team of strategic partners who actually work together.

"Look, here's what excites me," Mills says, his enthusiasm palpable. *"We've got this team of experienced professionals all working together on your goals without nickel-and-diming you on the planning fees. That's what makes us different."*

This isn't your grandfather's financial planning firm. Unlike big firms with separate departments, Mills' team works like a jazz ensemble –

each member contributes to create something greater. From CPAs to estate planning attorneys, they're all in sync.

The proof? Numerous 5 star reviews and success stories over the course of Ron's career and counting. These aren't just investment wins – we're talking about coordinating with tax and legal professionals on complex estate plans, tax strategies that would make an accountant whistle, and everything in between.

The Sauce

Mills has figured out how to pull off a pretty neat trick. Namely, better results without asking clients to take more considerable risks or shell out more cash. His three-part strategy is simple: no initial extra costs, mitigated risk, and better long-term savings protection goals.

This steady-handed outlook is different in today's market, where everything's on a roller coaster. The firm strives to ensure that tax strategies are incorporated into their financial and estate planning.

As Mills puts it, with a hint of a smile, *"We're taking the fancy financial products from the big players, and using them in ways that actually make sense for real people. And that complimentary financial plan? That's just us saying hello."*

While Wall Street keeps doing its thing, Mills and his team are busy proving that there's a better way. Their client-first, no-fee-upfront technique isn't just working – it is thriving. And in an industry that's historically been all about "show me the money," they believe that's nothing short of revolutionary.

"Listen," Mills says as we wrap up, *"the future isn't about squeezing more fees out of people. It's about delivering more value through teamwork and actually solving problems."* With many satisfied clients backing up that claim, it's hard to argue with his vision of what financial planning should be.

The old guard might want to take notes. The future of financial planning just might look a lot more like what Mills is building – and a lot less like their fee-heavy past.

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