



ELEVATE YOUR LIFE

The official newsletter of
Elevate Private Wealth Management

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A SEASON FOR WHAT MATTERS MOST

BY MIKE MURRAY

Dear Friends,

As summer unfolds in all its warmth and light, I wanted to take a moment to share a heartfelt message with you.

Summer is a season that often reminds us of what truly matters, time with family, moments of rest, and the joy of simply being present. Whether it's a backyard barbecue, a beach trip, or a quiet evening under the stars, these are the moments that stay with us. They recharge us, reconnect us, and remind us why we do the work we do.

I believe that balance is everything. As much as we're dedicated to delivering excellence, we also understand the importance of stepping back to savor life's most meaningful experiences. This summer, I hope you're able to make space for those moments with the people who matter most.

Thank you for being part of our community. It means so much to have your trust and support. Wishing you a summer full of laughter, rest, and beautiful memories with those you love.

Kind Regards,



Mike Murray

Founder and President, EPWM

Registered Principal, RJFS



FORBES ANNOUNCEMENT

FROM THE ELEVATE TEAM

Our President and Founder, Mike, was recently named a Forbes Best-In-State Wealth Advisor for 2025, marking three years in a row! This honor reflects Mike's daily commitment to excellence and deep care for his clients.

Mike's recognition is not just a personal achievement—it is a testament to the collective dedication of our entire Elevate team. His leadership inspires us daily to go above and beyond, to listen more closely, and to serve more thoughtfully.

BEYOND GRATEFUL

FROM THE ELEVATE TEAM

We also want to take a moment to recognize you—our clients. Your trust, partnership, and shared commitment to long-term success are what make achievements like this possible. You are at the heart of everything we do, and we are deeply grateful for the opportunity to support your financial journey.



"Being named a Forbes Best-In-State Wealth Advisor for the third consecutive year is truly humbling. But more than anything, it's a reflection of the incredible people I get to work with every day—our team at Elevate and the clients who place their trust in us. It is a honor and privilege to have the opportunity to make a difference in the lives of our clients and the communities we serve."

As we celebrate this milestone, we remain focused on what matters most: delivering exceptional service, building lasting relationships, and continuing to raise the bar in everything we do. Please join us in congratulating Mike on this incredible accomplishment. We're excited for what the future holds at Elevate and proud to have Mike leading the way.

SIMPLICITY IN COMMUNICATION

BY MICHAEL MURRAY

Mike, Bryan, and I recently returned from another fantastic experience at Raymond James' 2025 Elevate Conference. While there were countless insights shared and great conversations had, one message in particular stuck with me that I wanted to share with all of you today.

It came from a powerful session led by 45-year industry legend, Don Connelly. Don is perhaps the financial industry's most successful speaker, story teller, motivator and mentor to Advisors. When Mike got his start in the industry he recalls listening to Don's cassette tapes in the car on his way to and from work - and when he heard Don was giving a session, he knew we would have to be there.

Don's message spoke of the role simplicity plays in financial communication. In today's world of over-information is everywhere and often overwhelming, our job as advisors isn't to add more noise. It's to cut through it.

That message resonated deeply with me. At its core, financial advising is about clarity and helping clients make confident decisions by explaining complex ideas in a way that's both straightforward and actionable. Not with jargon or industry buzzwords, but with honest, clear guidance that empowers you to move forward with confidence.

This takeaway from the conference reinforces why we strive to make your financial life feel less complicated, not more. Whether we're talking investments, retirement, or tax strategies, our goal is to bring clarity, not confusion—and to help you focus on what truly matters.



OUR FAVORITE LESSONS FROM MORGAN HOUSEL'S BESTSELLER: *THE PSYCHOLOGY OF MONEY*

BY BRYAN BERTANI

Over the past year, our team read *The Psychology of Money* by Morgan Housel. Each week, we tackled a chapter and discussed it together during our team meetings. The book is approachable, engaging, and full of practical insights. Below are six of my favorite takeaways from our discussions:



1. Real wealth is what you don't see

Just because someone drives a luxury car or owns a big house doesn't mean they're wealthy. Yet, we often judge others based on visible signs of success—because that's what we can see. Real wealth, however, is usually hidden: assets saved and invested. In fact, wealth is often built by not buying the fancy car or upgrading to first class.

2. Save for no reason

“Only saving for a specific goal makes sense in a predictable world. But ours isn't.”

You don't need a specific reason to save. True financial strength lies not in what you can buy, but in the freedom it gives—to help family, extend a vacation, or seize unexpected opportunities. That kind of freedom is built through consistent saving over time, even when there's no immediate goal in mind.

3. Behavior > Knowledge

“A genius who loses control of their emotions can be a financial disaster. The opposite is also true. Ordinary folks with no financial education can be wealthy if they have a handful of behavioral skills that have nothing to do with formal measures of intelligence.”

Your habits and emotions influence your financial outcomes more than intelligence or market knowledge. Many people who retire comfortably didn't strike it rich or inherit money—they simply lived below their means, paid themselves first, and consistently invested for decades.

“The highest form of wealth is the ability to wake up every morning and say, I can do whatever I want today.”

Morgan Housel

4. Time in the market matters more than timing the market

“Trying to predict the perfect moment to invest is like trying to catch lightning in a bottle.”

The most successful investors tend to be those who stay invested over time—not the ones who try to outsmart the market. Take Warren Buffett. While many admire his investment acumen, few talk about how long he’s been doing it—since he was a child. Some investors have earned higher annual returns, but they won’t come close to Buffett’s net worth because they haven’t had his timeline.

“None of Buffett’s 2,000 books are titled ‘This Guy Has Been Investing Consistently for Three-Quarters of a Century’”—because that message wouldn’t sell!

5. You’ll change—and that’s okay

“Long-term planning is harder than it seems because people’s goals and desires change over time.”

It’s natural to evolve. The financial goals you set in your 30s might not be what you care about in your 50s. That’s why it’s important to build flexibility into your planning. A good financial plan isn’t just about setting goals—it’s about creating a structure that can adapt when your priorities shift. Planning for change is just as important as planning for growth.

6. Reasonable > Rational

“Do not aim to be coldly rational when making financial decisions. Aim to be pretty reasonable.”

Perfectly rational decisions might make sense on paper, but they can be hard to stick with in real life. The best financial plan is one you can stick with through good times and bad—and that often means making reasonable choices that align with your values and emotions. For example, paying off a low-interest mortgage might not be mathematically optimal, but if it helps you sleep better at night, it’s still a good decision.

ELEVATING OUR COMMUNITY

BY NICK LENNON

The fourth annual 2025 Will County Beer & Bourbon Fest wasn't just about drinks and live music—it was a celebration with purpose. This year's event was the largest yet bringing together over 2,000 people and raising over \$150,000 in support of [Habitat for Humanity's](#) Veteran Build program, helping local veterans achieve safe, affordable housing. The Elevate VIP experience added a meaningful layer to the day, offering guests not just an upgraded tasting experience, but a chance to contribute more significantly to the mission. It was a reminder that great events can do more than entertain—they can build hope, homes, and community. This was the fourth Beer and Bourbon Fest that the Elevate team has taken part in and they look forward to continuing our support for this important cause in years ahead. They are proud to have been part of something that leaves a lasting impact long after the last pour. Who knew giving back could taste so good!



MORNING CUP OF VALUE



Brewing Something New: Elevate on Socials

In this edition of Morning Cup of Value, we are pleased to share the introduction of our firm's new social media initiative. An intentional extension of our commitment to delivering meaningful value beyond traditional advisory services.

This campaign has been carefully designed to offer our clients and their families enhanced access to the insights, perspectives, and planning philosophies that shape our approach to wealth stewardship. Through a series of thoughtfully developed posts, we will provide a window into the strategies,

stories, and values that guide our work across investment management, estate planning, family governance, and philanthropic advisory.

Our objective is not merely to inform, but to enrich the client experience—fostering a deeper connection to our practice's mission, sharing timely observations, and reinforcing the trust placed in us to serve with care, discretion, and vision. We invite you to follow along as we continue to broaden the ways in which we support, educate, and engage those we have the privilege to serve.



BRYAN'S CFP® DESIGNATION ANNOUNCEMENT

FROM THE ELEVATE TEAM

We're proud to share a second major achievement from within the Elevate family—Bryan has officially earned his CERTIFIED FINANCIAL PLANNER® (CFP®) designation!

This accomplishment represents more than just a title. It's a reflection of Bryan's dedication to professional growth and his passion for delivering financial guidance that is both strategic and deeply personal to his clients.

The CFP® designation is one of the most respected credentials in the financial planning industry. It requires rigorous coursework, a comprehensive exam, and a steadfast commitment to ethical standards. Bryan's journey to this career milestone has been marked by countless hours of study and a drive to continually achieve new heights for himself and for the clients he serves.

As Warren Buffett wisely said, "The best investment you can make is in yourself." At Elevate, we believe in investing in our team members so they can invest in you—our clients. Bryan's achievement strengthens our team's collective expertise and reinforces our mission to provide thoughtful, personalized, and forward-thinking financial planning.

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THANK
YOU

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