

# Certified Financial Planner™

CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.  
HEREBY CERTIFIES THAT

**Zachary Hunter Welborn**

*has met CFP Board's educational, experience, examination, and ethical requirements, and has committed to providing financial planning services that adhere to CFP Board's standards of excellence.*

AWARDED ON December 13, 2018



A handwritten signature in black ink, appearing to read "Kevin R. Keller". The signature is fluid and cursive, written over a horizontal line.

KEVIN R. KELLER, CAE  
CHIEF EXECUTIVE OFFICER

SUBJECT TO CFP BOARD RENEWAL REQUIREMENTS. LIMITED TO PRACTICE WITH CLIENTS WITHIN THE UNITED STATES.



*Susanne M. Glasscock School of Continuing Studies*

THIS IS TO CERTIFY THAT

*Zachary Welborn*

Has successfully completed  
Coursework for the


**RICE UNIVERSITY  
CERTIFIED FINANCIAL PLANNER™  
CERTIFICATION EDUCATION PROGRAM**


This certificate indicates completion of the educational component of CFP Board's CFP® certification program. To be authorized to use the CFP®, CERTIFIED FINANCIAL PLANNER™ and federally registered CFP® (with flame logo) certification marks. Individuals must complete additional examination, experience and ethics requirements.

DECEMBER 14, 2017

Susanne M. GLASSCOCK SCHOOL OF  
CONTINUING STUDIES

RICE UNIVERSITY  
HOUSTON, TEXAS

  
Academic Director

  
Interim Director of  
Professional Programs

  
DEAN

# The College for Financial Planning

*By recommendation of the President and the Board of Directors,  
the College for Financial Planning hereby confers the authorization to use the designation*

## Chartered Retirement Planning Counselor

Presented this day, October 3, 2016

\_\_\_\_\_ to \_\_\_\_\_

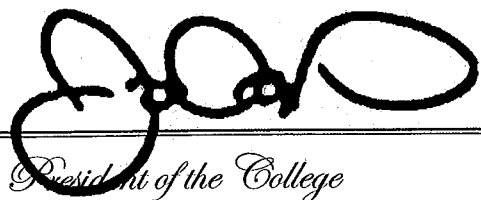
Zachary Hunter Welborn

*who, having satisfactorily completed the prescribed requirements, is hereby authorized to use the*

Chartered Retirement Planning Counselor<sup>SM</sup>, CRPC<sup>®</sup>

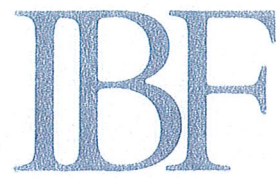
*and design logo registered marks with all honors, rights, and privileges pertaining thereto,*

*and is subject to terms and conditions and the ongoing renewal requirements of the College for Financial Planning*

  
\_\_\_\_\_  
*President of the College*



  
\_\_\_\_\_  
*Vice President of Academic Affairs*



INSTITUTE  
of BUSINESS  
& FINANCE

— Since 1988 —

**Whereas,**

It is the object of this organization to recognize properly qualified financial advisors with a professional designation.

**And Whereas,**

The petitioner has fulfilled all the requirements of education, examination, experience, character and commitment to continued professional education needed to qualify for such recognition.

**Therefore,**

The Trustees of the Institute of Business & Finance by virtue of the authority vested in them and on the recommendation of the faculty have conferred the professional designation of

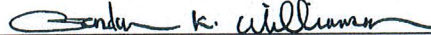
**Certified Fund Specialist**

**Zachary Welborn**

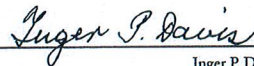
August 18, 2016

**In Witness Whereof, I have set my hand and caused the seal of the  
Institute of Business & Finance to be affixed this day.**





Gordon K. Williamson, President



Inger P. Davis, Board of Directors

# As Published In **Forbes**

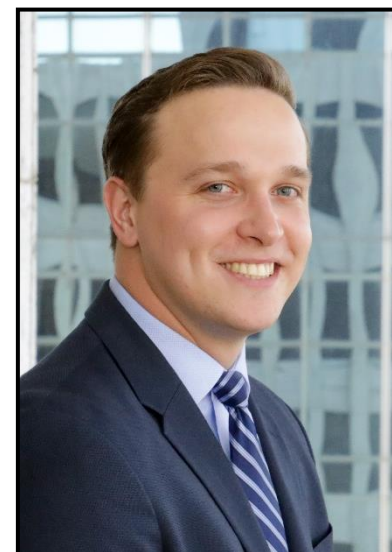
## "The Retirement Planning Challenges In Age-Gap Relationships"

**Author:** Megan Gorman

**Features:** Zachary Welborn, CRPC®, CFS®

**Published:** August 17<sup>th</sup>, 2018

**Excerpt:** Financial advisor, Zach Welborn of Manske Wealth Management points out that [...] "If the couple bases their entire asset allocation on the older partner with a shorter time horizon, the surviving partner may have missed out on additional growth and earnings due to a more conservative allocation," says Zachary Welborn, a financial advisor with Manske Wealth in Houston, Texas. "Investing in a way that suits both partners' goals and time horizons is imperative."





# As Published In **Reader's** digest

## **“15 Retirement Mistakes That Will Ruin Your Retirement”**

**Author:** Sheryl Nance-Nash

**Features:** Zachary Welborn, CRPC®, CFS®

**Published:** June 28<sup>th</sup>, 2018

**Excerpt:** Financial advisor, Zach Welborn of Manske Wealth Management points out that [...] “It’s important not to take on too much risk when retirement is just a couple of years away. Losing a big chunk of your net worth right before retirement could be a detriment to your plan,” warns Zachary Welborn, a financial advisor with Manske Wealth Management. Unlike in your 30s, you won’t have a lot of time to make up the losses. You’ll need many types of investments—and the right mix of them—to achieve your goals. Says Welborn, “Having the proper asset allocation can reduce the overall risk of your portfolio leading up to retirement. Furthermore, having a focus on fixed income and value-oriented equities will help supplement other sources of income such as social security and pensions.”



# As Published In



## “5 Ways to Cut 401(k) Fees Down to Size”

**Author:** Brian O'Connell

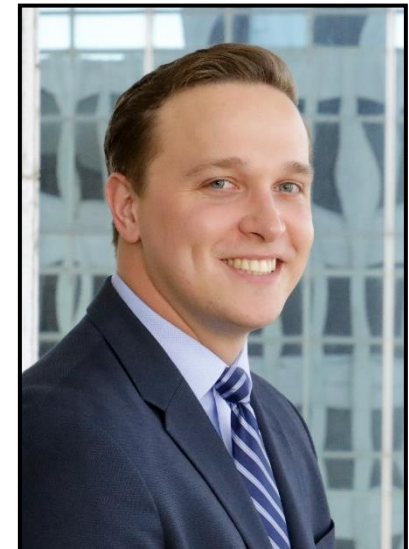
**Features:** Zachary Welborn, CRPC®, CFS®

**Published:** December 19th, 2016

**Excerpt:** Zachary Welborn, a money manager with Manske Wealth Management in Houston, says retirement savers should check with their employers and ask if there is a "fee conscious" investment advisor attached to their 401(k) retirement plan.

"A 3(21) fiduciary investment advisor can offer a number of solutions to lower the overall fees related to offering and participating in a 401(k) plan," Welborn says. "The investment advisor should be reviewing the plan's investment lineup at least quarterly. While the average expense ratio for an equity fund is around 1.25 percent, any advisor that has done their due diligence should have no problem finding funds that can achieve the same goal for a lower fee."

Use index funds. Welborn says index funds are a "great way" for employees to capture a large piece of the market without having to pay steep costs. "Fees as low as 0.2 percent and 0.5 percent are normal (as opposed to the 1.25 to 2 percent for many funds)," he says. "The management fees at the fund company level are significantly lower as tracking an index requires far less management and resources."



# As Published In **Reader's** digest

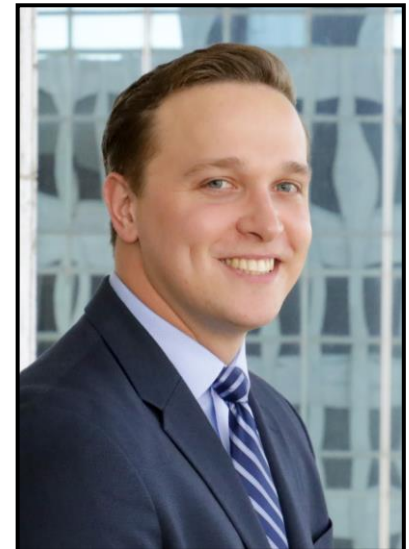
## “15 Money Management Tips Every Recent Grad Should Memorize”

**Author:** Lauren Cahn

**Features:** Zachary Welborn, CRPC®, CFS®

**Published:** July 4th, 2017

**Excerpt:** Financial advisor, Zach Welborn of Manske Wealth Management points out that [...] “For some young people, paying down student debt as soon as possible and getting out from under the monthly payments can relieve a lot of stress and give them piece of mind.” Welborn suggests, as a rule of thumb, “if you're paying more than 4 percent in interest, you should pay down as soon as possible.” However, that won't necessarily be the right option “if the money that you would otherwise use to pay down the debt could be invested somewhere like a company retirement plan.” The right decision will take into account both emotional factors, interest rates and other uses to which the money could be put.





As Published In  
**Advisor**NEWS  
*Serving financial growth.*

## “Should Advisors Bite on Bitcoin?”

**Author:** Brian O'Connell

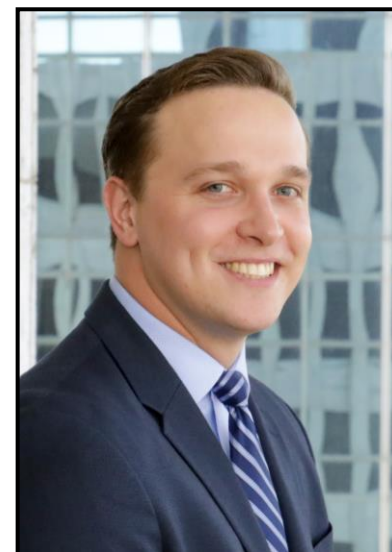
**Features:** Zachary Welborn, CRPC®, CFS®

**Published:** September 15<sup>th</sup>, 2017

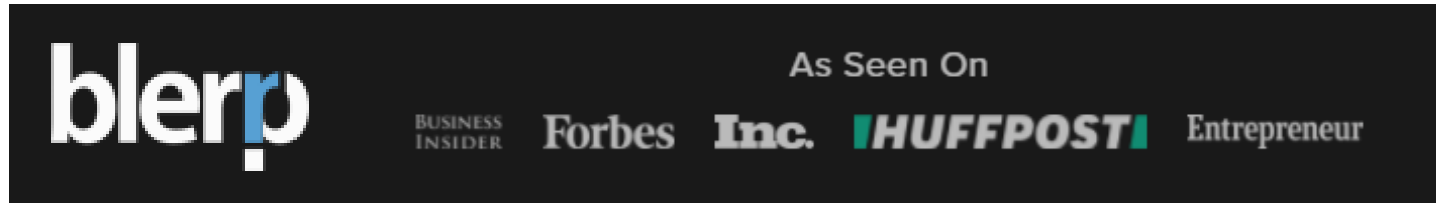
**Excerpt:** “With all of the hype surrounding cryptocurrencies at the moment, it's certainly a hot topic in the investing world right now,” said Zachary Welborn, an investment advisor with Manske Wealth Management in Houston.

Over the last several weeks, Welborn said he's had a “number of clients” reach out wanting to get in on the Bitcoin action. Bitcoin has roughly tripled in price from the spring 2017. Still, most advisors are unmoved. “We don't invest in cryptocurrencies for a number of reasons,” he said. “The most obvious reason, though, would be the uncertainty and the extreme volatility associated with trading digital currencies, which may already be in a bubble.”

One problem with new or unfamiliar investment vehicles like Bitcoin is that the average retail investor “doesn't really understand how it works or how to correctly value it,” Welborn explained.



# As Published In



## “20 Networking Tips to Help You Make Valuable Business Connections”

**Author:** Jonathan Long

**Features:** Zachary Welborn, CRPC®, CFS®

**Published:** March 10<sup>th</sup>, 2018

**Excerpt:** Always have a specific goal in mind. So many times, I’ve see people aimlessly wandering around at a networking event and that’s probably not the best use of their time. Before I go into any networking engagement, I set goals based on what I’m hoping to accomplish that day. Go into each event with a specific person or industry in mind.

For me, CPAs are great referral sources, so I would ask the first 10 people I meet for an introduction to a CPA they recommend. Another goal could be to collect 20 business cards and then leave. The goal of a networking event isn’t to get to know people, it’s to find new contacts that you might like to add to your own network.

Each time you get a new card, you should write down a quick note about that person or the brief conversation you had on the back of the card. Using that information, you now have a great reason to follow up with the people that you think you will benefit from getting to know more at a later date.



October 11, 2013

MEMORANDUM FOR The Energy Architecture Retirement Plan Advisory Panel

REGARDING: Strongest recommendation for Manske Wealth Management as Investment Advisor to your company retirement plan

To Elizabeth Bratton and the leadership at Energy Architecture:

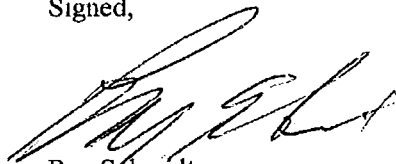
My CFO and I strongly recommend Manske Wealth Management as you consider hiring a third party financial advisor to assist with your company retirement plan. We've worked with Chris Manske and his team now for over a year and have a lot of good things to say about the experience. My firm, The Lynn Elliott Company (LECO) was founded by Lynn T. Elliott in 1940. In 1949, the Lynn Elliott Company opened their first satellite office in Kansas City, KS to handle the pipeline contractors and gas transmission companies located in the Midwest. During the 1970's and 1980's, The Lynn Elliott Company continued to grow and added sales offices in Dallas, New Orleans, and Tulsa, with 30 outside sales people and over \$50 Million in annual sales. Currently, The Lynn Elliott Company is a Manufacturer's Representative for power T&D and automation products in the Southwest marketplace.

This all means that we have many employees who are not centrally located. Before we changed to Chris Manske's team, we had originally hired a financial advisor based on his sales presentation. There was a lot of impressive charts and well-thought-out answers to our initial questions, but after we signed on the dotted line, we quickly learned that call centers and hotlines are not a substitute for an investment expert who focuses on properly servicing a company retirement plan (especially considering the fees we pay). Employees didn't feel comfortable calling the advisor's team for assistance and the advisor didn't make an effort to change that. Leadership couldn't get top-tier service because we'd gone with the provider who "really knows retirement plans" and I urge you to not make the same mistake. Instead, go with the provider who "really knows how to service investment accounts."

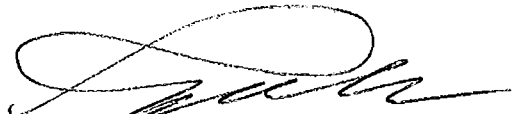
It's been over a year since we interviewed Chris Manske and decided to make a change. In that time, he's been out to our headquarters more than once; he and his team have fielded multiple questions in a prompt manner; I've actually had employees compliment him and thank me for making the change; and we've gotten individualized investment advice for the company's leadership. His whole firm is structured to stay in touch with clients on a monthly basis which really makes a big difference when it comes to my CFO and I feeling plugged in to what's happening with this important company benefit.

**I just can't recommend Manske Wealth Management enough!** He and his staff keep the burden of effort off of our shoulders and on theirs where it belongs. If you want topnotch, personalized service for your company retirement plan from a true industry expert... you know my opinion. I'll ask my CFO to sign this letter as well and if you have any questions you can reach us via email.

Signed,



Ray Schmidt  
CEO  
The Lynn Elliott Company  
rschmidt@lynnelliott.com



Roger Chavious  
CFO  
The Lynn Elliott Company  
rchavious@epresourcesinc.com

Oct 1<sup>st</sup> 2017

## Letter of Recognition

To Whom It May Concern:

For the last five years, I've been extremely fortunate to be associated with Manske Wealth Management. I am a retired plane hobbyist who enjoys my dog, Ginger, while I deal with a few serious medical needs that have arisen now that I'm in my seventies. I'm writing this letter to provide you, the reader, with a glimpse of the dedication that Manske Wealth Management gives to their clientele.

Hurricane Harvey recently hit Houston and during this catastrophe my single-story home flooded. I thought my only option was to keep Ginger up on the bed while we tried to wait it out. When my advisor called me and learned of my situation, he did three things: first, he guided me toward accepting that I needed to leave my home with explanations about what could happen as time goes on and Ginger and I were unable to get dry; second, he offered his own home as a place to stay and he wouldn't take no for an answer; and third, he decided to walk through waist-deep floodwater over two miles to my home to come and get me and my dog so he could escort us back to his house.

As it happened, an evacuation boat came by and I was hurried to quickly depart my home with just a couple plastic grocery bags holding some clothes and a bit of dogfood. I didn't have my wallet or even a pair of shoes. The boat took me to within a mile of where my advisor lived and it wasn't long that he saw me while he was walking toward my house thinking to meet me there.


The problem we faced was that Ginger was too old to swim and she couldn't walk through the high water. So my advisor picked up the 70-pound wet dog and carried her through the high water almost half a mile. Once at his home, he gave me a room and bathroom all to myself and there were times when his children gave up their bedroom to make way for the total of four households he had under his roof at once.

After taking an inventory, it became clear that I needed more medical supplies and my financial advisor offered to walk back out through the (now chest-high) water to my home to find what I needed. That worked out well, but the poor guy got flood-poisoning from being in the water too much and spent the evening throwing up and trying to get over terrible stomach pains. After about eighteen hours, he was finally well again and immediately went into work mode to try to get my home livable again.

He and his wife helped to coordinate a bunch of people to come and clean my house and help remove the destroyed property. On one day, there were twelve of his friends there helping me and on another day there was a church group that he'd contacted on my behalf. When many in my neighborhood hadn't even gotten back into their homes, my house was dry, clean, and ready for me to move back in just a few days after the water had finally receded.

Manske Wealth Management has always been a topnotch firm with excellent investment acumen and a deep sense of integrity. They know their way around Wall Street and that's why I'd hired them. But the reason I stay with them is what this letter is all about: they care. Where Wall Street stands for numbers and profits, Manske Wealth Management stands for people, well-being, and meaningful monthly communication. I highly recommend their team and suggest that, if you get to work with them, you're working with the best. They might not save your dog from a flood or seat you at their family table for every meal for a week, but they will provide you conscientious investment advice from disciplined, well-credentialed industry leaders.

Sincerely,

A handwritten signature in black ink that reads "Bill Estill". The script is fluid and cursive, with the first letters of "Bill" and "Estill" being capitalized and prominent.

Bill Estill  
Engineer, Retired



CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

December 19, 2018

Welborn 307089

Mr. Zachary Hunter Welborn, CFP®  
Manske Wealth Management  
1010 N San Jacinto St Ste 200  
Houston TX 77002-1139



**Re: Congratulations on Completing the CFP® Certification Process**

Dear Mr. Zachary Hunter Welborn:

Congratulations! You are now a CERTIFIED FINANCIAL PLANNER™ professional.

As a CFP® professional, you are now permitted to use the CFP® marks, the recognized standard of excellence for personal financial planning. You have joined more than 80,000 CFP professionals nationwide who have voluntarily agreed to abide by high standards of ethical conduct and client service.

Enclosed is your CFP Board ID card which is valid for the period of 12/13/2018 through 4/30/2020. Your CFP Board ID is your unique identifier as a CFP® professional.

Your large CFP® professional certificate is on its way to you. If you are interested in purchasing a smaller size certificate, you can order it in the online store at [www.cfp.net/login](http://www.cfp.net/login).

CFP Board has developed a Marketing Toolkit to help CFP® professionals understand how to use the CFP® marks. On this site, you can also find brochures to educate your clients about the importance of the certification, products featuring the CFP® mark, and a social media guide for CFP® professionals. Visit [www.CFP.net/marketing](http://www.CFP.net/marketing).

Maintaining your CFP® certification requires completion of Continuing Education (CE). Please note that your CE requirement is 20 hours - including 2 hours in a pre-approved course on CFP Board's *Code of Ethics or Practice Standards* - and is due on 4/30/2020. To report CE hours and review and update your information with CFP Board, log into your CFP Board account at [www.CFP.net/login](http://www.CFP.net/login).

Your CFP® certification renewal notification will be sent approximately four months prior to your due date. If you have any questions regarding the renewal process, please call us at 800-487-1497 or email us at [renewal@CFPBoard.org](mailto:renewal@CFPBoard.org).

Again, congratulations and best wishes on your future as a CFP® professional.

Sincerely,

Kevin R. Keller, CAE  
Chief Executive Officer





# College for Financial Planning®

EDUCATING THE NATION'S TOP FINANCIAL ADVISORS<sup>SM</sup>

Zachary Hunter Welborn  
Charles Schwab  
70 E Briar Hollow Ln  
Apt 1013  
Houston, TX 77027

ID: 2000573630

October 03, 2016

Dear Zachary Welborn:

Congratulations! You have successfully completed the requirements for the Chartered Retirement Planning Counselor<sup>SM</sup>, and CRPC® designation. A certificate noting your commendable achievement is enclosed.

You are hereby authorized to use the CRPC® and Chartered Retirement Planning Counselor<sup>SM</sup> registered marks on your business cards, advertisements, and correspondence in accordance with the marks usage guidelines on the College's Alumni website, subject to state and federal regulations, and your employer's policies regarding use of professional designations. **Your authorization to use this mark expires on 10/03/2018.** Renewal requirements may be found on the alumni website at [www.cffpalum.org](http://www.cffpalum.org).

These registered marks are unique to individuals and should not be used as part of the name of a firm or within a firm's logo. Only those individuals authorized by the College for Financial Planning may use the CRPC® marks. The College retains authority to grant and revoke the right to use these marks. Please visit the College's Alumni Association website at [www.cffpalum.org](http://www.cffpalum.org) to view the usage guidelines and to download the CRPC® logo and related publicity materials. Individuals authorized to use the CRPC® designation are listed on the College's website, [www.cffpdesignations.com](http://www.cffpdesignations.com), signifying to the public and financial services regulators their compliance with continuing education requirements and adherence to rigorous ethical standards.

The College's alumni site also offers a full range of benefits for our graduates, including a wide variety of exclusive continuing education courses and discounted CE packages conveniently grouped in 16-18 credit-hour bundles. The site also includes an informative newsletter and an Alumni Store featuring College apparel and accessories. For a more in-depth look at the Alumni Association, visit [www.cffpalum.org](http://www.cffpalum.org).

Again, congratulations on your achievement and best wishes in your professional endeavors.

Sincerely,

John D. Sears  
President



College for Financial Planning®  
EDUCATING THE NATION'S TOP FINANCIAL ADVISORS

**Zachary Hunter Welborn, CRPC®**

Authorization period: 10/03/2016 - 10/03/2018

Subject to compliance with standards of conduct and renewal requirements.  
Verify designee status at:

[www.cffpdesignations.com](http://www.cffpdesignations.com) | 800-237-9990

September 16, 2016

Dear Zachary Welborn,

Congratulations on your certification! Less than 1% of the financial services community has this designation. You are now part of a truly elite group.

Now that you have completed your designation, you are an official Institute of Business & Finance member. IBF members hold the responsibility to maintain the integrity of IBF designations by adhering to the membership rules and IBF Code of Ethics.

In order to display an IBF designation, your membership must be kept in “good standing.” Good Standing is achieved by:

1. Paying the annual certification fee
2. Fulfilling the CE requirement
3. Signing the affidavit of professional conduct

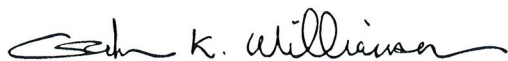
Over 75% of our students come from word-of-mouth referrals. As an IBF member, you receive up to **\$100** in IBF credit for every colleague or friend who enrolls in an IBF designation program. By signing up based on your referral, they will receive \$200 off of their designation tuition, applicable towards any course of their choice.

Upon their enrollment, *you* are awarded the option of selecting one of the following:

- 20% off an IBF product (includes designations and certificates.)
- \$25 off your next annual renewal and free complete set of reference sheets.

**Important Note Regarding CE:** CE credit reporting to other regulatory bodies is NOT automatically filed for you. It is your responsibility to contact IBF Student Services immediately if you need CE reported to others (e.g. your home state, or CFP). Different agencies have different deadlines for reporting completed CE.

Thank you for completing your certification at the Institute of Business and Finance.



Gordon K. Williamson  
President and Chief Academic Officer, IBF  
Institute of Business & Finance