



Meet

Michael Hohf

Specializations:

- Retirement Planning
- Tax Planning
- College Planning
- Estate Planning
- Investment Portfolio and 401(k) Advice & Monitoring
- Social Security & Medicare
- Insurance & Risk Management

Qualifications:

- CFP® (CERTIFIED FINANCIAL PLANNER™)
- BBA in Financial Planning from Western Michigan University

Honors:

- “America’s Top Next Generation Wealth Adviser” 2018 and “Best In State” Wealth Adviser 2018 and 2019 (*Forbes*)
- Member of Oakland County’s 2017 Elite 40 Under 40

Michael Hohf, CFP®

Michael is committed to guiding people through their finances so that they can focus on the things they really enjoy. As a financial adviser, he provides comprehensive wealth management solutions, such as retirement planning and investment advice, to help clients work toward achieving their financial goals.

Michael joined Advance Capital in 2005, first working as an intern before becoming a financial adviser in 2007. He has earned the CERTIFIED FINANCIAL PLANNER™ designation.

Michael graduated from Western Michigan University with a BBA in Financial Planning. He is a member of the Advance Capital Investment and Charity Committees.

Describe the importance of client education in your process.

From the first discussion and throughout the relationship, one of my priorities is educating clients on all aspects of their financial plan. Imagine going

(Continued on back.)

ADVANCE
CAPITAL MANAGEMENT

One Towne Square, Suite 444, Southfield, MI 48076

p: (800) 345-4783 • e: mhohf@acadviser.com • www.acadviser.com



Go to acadviser.com to learn more about Smartvestor Pros.

Michael Hohf (continued)

p: (800) 345-4783

e: mhohf@
acadviser.com

Connect with me
on LinkedIn!



on a long road trip without an itinerary or a map. The more you know about the route, the smoother the trip is likely to be. To me, this is the essential responsibility of a financial adviser – to help develop a plan and offer guidance for an easier financial journey.

Where do good solutions come from?

I believe good solutions come from good relationships. Building close relationships with clients gives me a better understanding of their goals, passions and dreams. No two situations are the same so it is important for me to think outside the box and leave no stone unturned. My focus and commitment revolves around the financial success of those who have entrusted me with their financial security, and I owe it to them to work toward creating the best financial plan for their situation.

What do you find most rewarding about your work?

Helping people live the way they desire in retirement. Investments, taxes, Social Security, estate planning and budgeting – for most, these are very complicated and sensitive topics to think about. However, they all need to be considered in order to be financially successful. I find it incredibly rewarding to help clients make sense of these topics in simple terms so that they can enjoy doing the things they like to do.

What do you think is important about giving back to your community – both at the firm and for you personally?

I have been very fortunate to work with the clients that I have and to do the work that I am passionate about. The same can be said about Advance Capital as a company. Unfortunately, there are a lot of people who haven't been as fortunate. Many of our communities have fallen on hard times, particularly since Michigan has been in a recession for several years. Therefore, I think it's our duty to help. A few years ago, my colleagues and I made a long-term commitment to four organizations that we are proud to support through volunteer hours and financial contributions: Wigs 4 Kids, Forgotten Harvest, the Boys & Girls Club of Southeastern Michigan and the Charles Cobb Foundation. I also currently serve as a volunteer on the board of directors at Michigan First Credit Union.

Investment advisory services are provided by Advance Capital Management, Inc.

Investments are not insured, and may lose money. Client should be prepared to bear the risks associated with investing.

Fun Fact!

Two of Michael's biggest passions are playing golf and playing guitar. That presents him with a dilemma to what retirement goal to pursue: perfect his golf game enough to join the Senior PGA Tour or relocate to a musically diverse city and make music full time.