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STIFEL | Vernon Wealth Management Group

WORKING TOWARD YOUR GOALS TOGETHER



The Vernon Wealth Management Group's purpose is to positively support, develop, and enable our clients' lives.



Our Clients

Our clients are long-term investors who are serious about accumulating and managing wealth for growth, income, and lifestyle priorities. The Vernon Wealth Management Group utilizes a goals-based investment process to help clients build and pursue financial security by providing wealth planning and disciplined investment strategies.

Our Commitment to You

If you're like most people, securing a comfortable retirement may be near the top of your financial priorities.

We use a specific process that offers a practical approach to wealth building and management. Making sure your wealth continues to work in support of the goals you have established takes careful planning. Such planning is not a single event; it is a process. As your life circumstances change, so must the investment strategies we use to help you stay on course toward pursuing your objectives. That is why we work with you, one on one, to design investment strategies targeted to your specific needs, goals, and tolerance for risk. Although we do not provide legal or tax advice, we will periodically review estate planning matters and tax law changes with you that may impact your overall wealth planning.

Stifel does not provide legal or tax advice. You should consult with your legal and tax advisors regarding your particular situation.





Our Process

1. We meet with you to learn all about you – your time horizon, risk tolerance, investment objectives, family, etc. We gather information on all of your current investments, as well as your income sources and budgets.
2. We present a comprehensive wealth management and investment plan.
3. We establish an investment strategy dedicated to you.
4. We find the investments that are most suitable for that strategy to present to you. There are thousands of investments – some great ones and some not so great ones. We want to do our best to put you in the good and great ones.

5. Each year, we work with you to update or revise your financial and investment plan to stay current with your changing life and evolving markets.
6. We meet with you periodically to review your plan and portfolio, implementing any changes and rebalancing your portfolio as needed.

Rebalancing may have tax consequences, which you should discuss with your tax advisor.



John C. Vernon, AAMS™

Senior Vice President/Investments

Portfolio Manager – Solutions Program

California Insurance License #0C35038

John began his career as a financial advisor in 1987 with A.G Edwards, in New Jersey. In 1996, he moved his family and his practice to California. From 2004 to 2010, John served as the Assistant Branch Manager of the Irvine, California, branch of A.G. Edwards and its successor firms. Afterwards, he returned to his role as a full-time financial advisor.

In 2016, John joined Stifel in the Newport Beach branch and established the Vernon Wealth Management Group. As a portfolio manager in Stifel's Solutions Program, he adapts strategies designed to combine customized investment management with the ability to quickly react to market conditions for clients who choose discretionary advisory services.

John holds the Accredited Asset Management Specialist™ certification from the College for Financial Planning. He also holds Series 7, 9 & 10, 63, and 65 securities licenses as well as his life, health, and variable insurance licenses (including annuities). John earned a B.A. in Economics from Whitman College in Walla Walla, Washington, in 1980.

John has been a member of the Rotary Club for nearly 20 years. When he's not working, John enjoys traveling with Paula, his wife for more than 30 years, and enjoys reading *Barron's* and *The Wall Street Journal* as well as books about the great outdoors. He and Paula live in Coto de Caza.





John M. Vernon

Associate Vice President/Investments

California Insurance License #0164045

John graduated from Tulane University's A.B. Freeman School of Business in 2012 with a B.S.M. in Legal Studies in Business. John was also a member of Alpha Kappa Psi, the nation's oldest and largest professional business fraternity.

After graduation, he spent a year working with Galloway, Johnson, Tompkins, Burr and Smith – a prominent Gulf Coast law firm based in New Orleans. Upon returning to Southern California in 2013, he joined Wells Fargo Advisors, where he attained Series 7 and 66 securities licenses, as well as life, health, and variable insurance licenses (including annuities). John moved with the Vernon Wealth Management Group to Stifel in 2016.

As a member of the Vernon Wealth Management Group, John is responsible for client and business development and marketing, as well as managing aspects of the trading platform for the team's various proprietary, discretionary models.

John currently lives in Newport Beach. In his spare time, he enjoys reading, playing soccer, snowboarding, hunting, camping, and fishing.

Monica S. Marti, AAMS™

Senior Registered Client Service Associate

California Insurance License #0C35039

Monica joined Stifel in 2016 and is responsible for the organization of daily administrative work on new and existing client accounts. She serves as a first point of contact for service issues and is dedicated to assisting clients with questions and requests regarding their accounts.

Monica has 30 years of financial services experience. She began her career in the financial services industry at A.G. Edwards in 1991 and became registered in 1997. She has attained the Accredited Asset Management Specialist™ certification from the College for Financial Planning and holds Series 7 and 63 securities licenses, as well as life, health, and variable insurance licenses (including annuities).

Outside of the office, Monica enjoys spending time with her husband, Eric, and their two children, Gabriella and Brody. Monica and her family currently reside in San Clemente.





Our Philosophy

Mission Statement

Our purpose is to furnish financial services of value to our clients. We should put client interests first, and we are confident that if we do our jobs well and give value for what we charge, not only will mutual trust and respect develop, but satisfaction and a fair reward will result.

Operating Philosophies

We are committed to delivering financial services of value to a select and limited group of clients, acting as their financial advisor. We are client-driven, and the financial advisor relationship means that our first allegiance has to be to the client.

We recognize that the most important relationship in our business is the bond of trust between the client and the financial advisor, and we should build and strengthen this relationship.

If we are to be client-driven, we must listen to our clients and be conscious of their interests in all our decisions.

Our growth should come naturally by our philosophy of putting the client first.

Profit is not the primary focus of our business and should not be sought for its own sake. Rather, it is a necessity if we are to be able to continue to deliver value to our clients, so we must be careful to do what we have chosen in a manner that is efficient and cost-effective. We should be more concerned with the client than with ourselves or the competitor.

It is one of our corporate objectives to have fun. To enjoy what we are doing, we must like those with whom we work and appreciate each client as an individual.

It is important for all of us to remember why we are here and to be careful to deliver value to our clients for what we charge them. We should try to continue to improve upon some aspect of the client experience each week and enjoy coming in every day to work for our clients' interests.





Organizational Structure

John C. Vernon, AAMS™

*Senior Vice President/Investments
Portfolio Manager – Solutions Program*

- Lead Financial Advisor
- Client Relations
- Investment Strategy/Portfolio Management

John M. Vernon

Associate Vice President/Investments

- Business Development
- Technology and Trading Matters
- Investment Strategy
- Client Relations

Monica S. Marti, AAMS™

Senior Registered Client Service Associate

- Client Service
- Operations/Administration
- Account Maintenance
- Business Support

Stifel

At Stifel, we have established ourselves as one of the nation's leading wealth management and investment banking firms. With more than 400 offices across the nation, our philosophy on investing is grounded on a more than 130-year-old tradition of trust, understanding, and solid, studied advice. Established in 1890, our company provides a comprehensive portfolio of financial services designed to address the varied needs of a broad range of investors.

We believe in strong individual relationships that stand the test of time. Our knowledgeable Financial Advisors offer a personalized approach to finding the best solutions for your financial needs. We truly believe that by placing your needs and interests first, you will prosper. We are dedicated to providing innovative, creative, high-quality, and value-added products and services to help you pursue your goals.




Contact Us

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Portfolio Manager – Solutions Program


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