

MEDIA ALERT

GENTIAN FINANCIAL INC. ADDS TO HISTORIC MEQUON BUILDING

Construction has begun on the Investor Center at Gentian Financial, located at 12740 N. River Road in Mequon, WI. The Investor Center will be adjacent to Gentian's existing building, a one-room schoolhouse built in 1930 that replaced an 1850's log school. The building still holds its Holstein School inscription in stone above the front doorway. The Holstein School was in operation until the 1960's, followed by various businesses including an art studio, architectural firm, marketing firm, consulting group and hair salon. Gentian Financial Inc. purchased the building in 2014.

Over recent years, the Gentian Financial Inc. team has been working to retrieve building history through limited records that remain for Holstein School, as well as from past students. The wealth management team wants to preserve and honor the history of the building, which features Craftsman detail in the roof and its general form and massing. The building's high level of integrity adds to its significance. The building has had only minor remodeling since its conception.

The Investor Center addition will be able to hold 35-40 people and will provide a large meeting space to host educational seminars and client events, as well as provide additional office space for the growing company. *"It's fitting that our office is an old one-room schoolhouse,"* said Chris Doughty, President, and owner of Gentian Financial. *"We put a great emphasis on not only our own continuing education, but in sharing our knowledge to help our clients and community become more informed and educated investors."*

In addition, Mr. Doughty wanted to replace the 1970's "garage style" addition with a more architecturally consistent building. Groth Design Group architects designed the new structure and JM Construction is completing the addition. The targeted completion date is late spring 2019.

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Gentian Financial offers a more meaningful perspective on managing wealth. The CERTIFIED FINANCIAL PLANNER™ professionals serve affluent individuals and build a financial plan relevant to them. Gentian Financial understands the critical role their clients' financial assets play in their lives and are a means to something uniquely more, their true wealth.

Gentian Financial's Chris Doughty, CFP, CRPC, was awarded Forbes 2018 Top 10 Best-in-State Wealth Advisors of Wisconsin designation and has achieved Raymond James 2018 Chairman's Council membership ranked number 35 out of 4475 Raymond James advisors as of December 1, 2018.

More information on Gentian Financial Inc. can be found at <http://gentianfinancial.com>

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Chairman's Council: Membership is based on prior fiscal year production. Re-qualification is required annually. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of advisors future performance. No fee is paid in exchange for this award/rating.

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Rendering of the Expansion.



Outside the Historic Building.



Breaking Ground.



Tina Schwantes, Executive Director Mequon-Thiensville Chamber of Commerce & Chris Doughty, Owner of Gentian Financial.