

**Q&A WITH HECK CAPITAL ADVISORS
ON THE FIRM'S NEW MILWAUKEE OFFICE**

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Heck Capital Advisors recently opened its first Milwaukee office at 833 East, but the Rhinelander-based wealth management firm — which consults to more than \$3 billion of assets and has clients in 35 states — is already focused on future growth and expects to add another 10 employees at its second location. The Milwaukee Business Journal sat down with the leaders of the family-run firm to discuss the industry and how the company's physical presence in Milwaukee has helped boost the company's visibility and positioned the firm for long-term opportunities.

The following interview has been edited for clarity and brevity. **Why did you decide Milwaukee was the right place for your first office outside of Rhinelander?**

Robert Heck, chairman: *"We're in 35 states, however, a great deal of our business is actually in the southeastern part of Wisconsin, northern Illinois and so forth. It was a good move for us to make."*

Ken Heck, chief financial officer: *"Within the communities that we're in — Rhinelander and some of the other areas where we have a higher concentration of clients — we try to become more ingrained within that community and different facets, and I think this office will allow us to do that."*

David Heck, chief operating officer: *"It was a great location as far as a central place where we could service customers and clients more effectively. It's also led to business development opportunities, too."*

Can you elaborate more on those opportunities?

David Heck: *"We're one of the few truly independent advisory firms in the state in regards to unique differentiation in value. Where we truly differ is our legacy investment and our institutional focus in regards to our approach. And also, we're very proactive on our communications and technology. So that — on top of being here — has led to a lot of opportunities with new clients, new institutions, new individuals."*



HECK CAPITAL

From left: chairman Robert Heck, chief operating officer David Heck, and chief financial officer Kenneth Heck. Rhinelander-based Heck Capital has opened its first office in downtown Milwaukee.

What obstacles does your industry face?

David Heck: *"People want simplification, they want better services, they want lower costs because everybody's busy. We think, in the industry, a lot of firms will have problems with that because they are going to have to lower their costs — and they maybe don't have the simplification or services."*

How big of a disruptor do you think technology will be in the future?

Ken Heck: *"I think it will continue to be (a disruptor), but we also embrace it. We utilize it as much as we can to get us at the forefront or the lead, but as much technology as you can provide to your client, you still need to reach out, you still need to talk to them, you still need to understand what they're doing."*

Why did you choose 833 East as your home?

Robert Heck: *"We looked at 25 sites. We looked downtown, we looked at Water Street, over in the 3rd Ward. This building right here was just in the embryonic stage if you will. It wasn't even up, but Irgens had all the (details) on how it would look and what they wanted to achieve. After looking at that, we decided this is exactly the place in Milwaukee that we wanted to have our office."*

Melanie Lawder
Reporter
Milwaukee Business Journal

