

BEST FINANCIAL PLANNER

LAYMAN LEWIS
FINANCIAL GROUP

LaymanLewis.com



Layman Lewis
Financial Group

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Years in
business: 61

Number of
employees: 8

WHAT IS THE STORY BEHIND YOUR LOGO?

Our logo resembles a mountain and represents Northern Colorado, which has been home to our family and our business for three generations. We all love the outdoors, and Colorado offers so much beauty and opportunity to get outside. It's like a vacation every day. To us, the mountains represent stability, growth, adventure and, most of all, family.

WHAT IS THE STORY BEHIND YOUR NAME?

We are a third-generation, family-owned business. My dad, Chuck Layman, has provided insurance services to families in this area for more than 40 years. After I joined the firm, we grew it into what it is

today. My husband, Josh Lewis, is also a vital part of our team. My mom provides so much support for us. Everyone's involved.

IF YOU COULD HAVE ANY JOB IN THE WORLD, WHAT WOULD YOU DO?

I wouldn't do anything else! I'm so lucky to be in this position where I can truly make a difference for people. I'm helping people realize their dreams and gain peace of mind. And I get to do it alongside my family. What more could I ask for?

WHAT ARE YOUR CLAIMS TO FAME?

Our clients and team members know we consider them to be part of our extended family. I think that's the key ingredient to being successful in business: Taking time to get to know the people who choose to

work with you. We make it our mission to get to know our clients on a personal level. Our clients are more than clients—they are our friends and family. And we always, always treat everyone with respect.

WHAT ARE YOUR WORDS TO LIVE BY?

I believe deeply in "live each moment to the fullest." I want to be present in everything I do, both in my work and my family. We live in such a beautiful world and sometimes we get so busy that we miss it. I really appreciate the life I've been given. It's my goal to slow down and fully enjoy every minute.

WHAT IS ONE OF YOUR GREATEST ACHIEVEMENTS?

Building our firm to its current form. When Chuck and I first started working together,

we were working out of the trunk of his car and meeting with folks in their homes. Today, we still help people in the same way and celebrate every time we see someone reach their retirement goals, but now that we have a great office and a support team, we are able to help more people and serve our clients in a better way.

WHAT SLOGAN DESCRIBES YOU OR YOUR VALUES?

"These are the days." We believe that the best isn't yet to come—it's already here. That philosophy drives everything we do, from creating retirement plans to choosing the next steps for our business. We think everyone should be able to live for today and plan for tomorrow. That's what we're here to help them do.

— Respondent: Alicia Lewis, President