

WE KNOW RETIREMENT



Your
Retirement
Advisor®

About Us

Our Story

Your Retirement Advisor's mission is to make preparing financially for retirement easier and more affordable, while helping people transition into retirement with "sustainable for life" retirement income. With our approach, we focus on teaching people strategies to help save right today and spend right tomorrow, while still enjoying all that life has to offer.

Powered by technology, process and research, our unconventional approach integrates education, planning, solutions and advice with the goal of making your retirement more efficient and effective.

Our company is guided by the 4 major principles:

- 1. Clients Come First** - We put our students' and clients' needs above all else, period.
- 2. Excellence in Retirement Planning** - Our focus is on retirement planning, and we strive for excellence in everything we do, period.
- 3. Knowing More Means Having More** - Education is at the heart of all progress and at the heart of everything we do. We believe that knowing more truly means having more, period.
- 4. Make the World a Better Place** - Whether it's through our work we do with clients or volunteer coaching a local group of kids or spending quality time with our own kids or family, we will always strive to make the world a better place, period.

Our History

Norman Saranovitz started the company in the mid 1960s while teaching at a local high school. His son, Brian Saranovitz, after graduating from the University of New Hampshire in 1985, joined his father as an advisor, and together they formed Saranovitz Capital Management, Inc. (SCM). During his first three years after college, Brian balanced a career playing professional football and advising SCM clients. For the next 25 years, Norm and Brian, together, focused on working with teachers to help them formulate their retirement plans.

In 2015, Brian, along with co-founder and life partner, Lynn Toomey, saw the need and struggle many baby boomers faced with retirement planning challenges and formed the company Your Retirement Advisor, Inc. (YRA). Their mission for this new entity was to create a unique service that focused on retirement planning-



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for baby boomers that would educate first, followed by the creation and implementation of a comprehensive financial plan. We call our approach EPIC (Educate, Plan and Implement with Confidence). We believe that you can live an EPIC retirement when you follow our approach.

YRA is proud of its commitment to educating people all over the United States about proper retirement planning and the many risks that a proper retirement plan mitigates. This pursuit began with in-person retirement classes at local colleges and universities in Massachusetts. Today, due to the pandemic, YRA offers virtual retirement classes and by extension of this, retirement planning services throughout the country. The silver lining of the pandemic is that YRA is now able to make our services much more accessible to people anywhere in the country.

Join the YRA family and experience a smarter, more efficient, and more intimate kind of retirement advice, and leave with a renewed purpose and a comprehensive plan you can have confidence in.

Our Team

Brian Saranovitz: Co-founder and CEO of Your Retirement Advisor, Inc. Brian has spent his life playing sports, most notably professional football following college. When he's not reading white papers or books on retirement, Brian juggles spending time with his significant other, their brood of kids ranging in age from 19 to 33, and his large family and group of friends — many of whom are clients too!

Kent Cooper: Investment Advisor Representative, Chartered Retirement Planning Counselor™ and a CERTIFIED FINANCIAL PLANNER™. Kent is experienced in the life insurance industry and the fee-only investment business. Kent's expertise allows him and the YRA team to support clients through all aspects of their financial journey. Kent is from Baton Rouge, Louisiana, and currently lives in Madison, Mississippi, with his wife and their two boys.

Anderson Garrott: Investment Advisor Representative, is a Chartered Retirement Plans Specialist™ and the CERTIFIED FINANCIAL PLANNER™. Anderson is experienced in the trust and institutional investment arena and the fee-only investment business. Anderson's expertise allows him and the YRA team to support clients through all aspects of their financial journey. Anderson is from the North Mississippi area and currently lives in Madison, Mississippi with his wife and their three boys.



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Jayne El-Ghoul: Client Service Coordinator. Jayne has been with the company for over 25 years and is always available to connect with clients on any needs or questions they may have.

Jake DiBattista: Advisor Assistant. Jake supports the advisory team, provides client service support and is involved in operations, technology and marketing projects.

Finley: Chief Rollover Specialist. Finley is a four-year-old Pit Bull/Boxer rescue from Puerto Rico and the furry son of Brian and Lynn. Everyone loves Finley, and Finley loves everyone on two and four feet. A sweetheart cuddle bug, he likes to greet prospects and clients on Zoom or in our Leominster headquarters. If you meet him in-person he may lick you to death. And he loves everything about retirement planning.

Lynn Toomey: Co-founder of Your Retirement Advisor and Brian's life partner. While Lynn is no longer involved in the day-to-day operations of the company, she provides support and strategic guidance to the team, and has been a key contributor to YRA's success.

Norman Saranovitz: Founder of Saranovitz Capital Management, Inc., and father of Brian Saranovitz. At 95, Norman is unofficially retired from the company, but enjoys staying on top of the industry and the goings-on in YRA.



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FAQs



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Do you have a Fiduciary duty to clients, and is this put in writing?

Yes and yes. As a Registered Investment Advisor (RIA) under the SEC, Brian, Kent and Anderson act as fiduciaries to all clients, acting in their best interest.

What are your qualifications and licenses?

Brian Saranovitz is a licensed Registered Investment Advisor (RIA) under the SEC and a licensed Series 7 Stockbroker under the Financial Industry Regulatory Agency (FINRA). Being Series 7 licensed allows Brian to offer a wider breadth of investment opportunities that RIAs-only cannot offer. He is also a licensed Life Insurance, Health Insurance and Annuity broker. Anderson Garrott & Kent Cooper are both licensed Registered Investment Advisors (RIA) under the SEC and licensed Life Insurance, Health Insurance and Annuity agents. Additionally, they are Certified Financial Planners (CFPs) and Certified IRMAA Planners.

Are any of your investments you offer fee-based?

All portfolios we create are under our RIA registrations and are fee-based. This aligns our interest with yours...we do better when you do better.

Do you offer commission-based products?

As fiduciary's for our clients, we analyze all solutions, whether fee-based or commission-based, within the financial services industry. We discuss all options with you to determine what is the best overall strategy and solutions for inclusion in your plan, at the most reasonable cost.

What are my all in costs?

We believe in 100% fee transparency. You will receive a fee schedule that highlights all costs. Also, when we prepare your investment overview, called the YRA Re-Allocation Roadmap Report, not only is your exact portfolio allocation provided, but TOTAL fees associated with each allocation.

Do you provide any references potential clients can contact?

We have over 300 clients and will provide a listing of client references you can call or email to discuss their experiences with our retirement planning services. We also recommend you any advisor's background at BrokerCheck. [Click here for link to Brian's BrokerCheck.](#)