

tragedy



BRENDA LUTZ-KISER

TO triumph

By: Janette Tucker Photography By: Chelsea Bren

AS DIFFICULT as it is, imagine for a moment the pain that comes when you lose a parent.

Now imagine how much worse that pain would be if, along with your parents' passing, you also lost the family home—the heart of your family's heritage and memories. It's almost too much to bear, isn't it? And unfortunately, it happens quite often.

Brenda Lutz-Kiser knows more about that pain than she cares to remember. Her family experienced a great loss when it was devastated by the deaths of both of her parents. Her mother died in a car accident and her father died three years later. Like many people, Brenda's parents didn't plan enough

for what happened to their property after their deaths, and her family could have lost their family farm to taxes. Brenda shared: "Losing my parents was tremendously hard, but add to their deaths the stress of possibly losing our family farm, in which my parents had sunk their hearts and souls, made it even tougher. I realized how important that farm was to myself and my family ... and we almost had to sell it to pay taxes."

"NINE OUT OF TEN WOMEN WILL BE SOLELY RESPONSIBLE FOR THEIR FINANCIAL FUTURE AT SOME POINT AND I BELIEVE IT IS VERY IMPORTANT THAT WOMEN SEEK PROFESSIONAL ADVICE TO PLAN FOR IT."



This personal experience has been a great inspiration to Brenda, a local Edward Jones financial advisor whose office is located in Mooresville, and she has translated her near loss into a true desire to guide families to examine what is really important to them when doing their planning.

Brenda's mission is to help individuals and families create, protect, and distribute wealth based on the things that mean the most to them. "Too often people go through life without really thinking about what will truly be of value to them down the road. It has become my mission to help people evaluate this question when planning so that they can protect what is important to themselves and their family," she explained.

Because she went through it herself, Brenda understands completely the need to protect family. She also understands the challenges, especially as a woman. Let's face it—the complexities of tax laws and investment options can be a bit overwhelming. But make no mistake, Brenda is not letting us off the hook—stereotypes of women being poor financial planners and investors are just that and, according to Brenda, it's time for women to take responsibility for their future.

"Working with women is different than working with men because they are willing to stop and ask directions," Brenda remarked. And although she admits she didn't expect women to make up the majority of her clients, she believes that women can become better investors than men. "Nine out of ten women will be solely responsible for their financial future at some point, and I believe it is very important that women seek professional advice to plan for it," she said. The main thing to remember: "It's never too late!"

When Brenda isn't busy helping others plan their future financially, she enjoys traveling and enjoying her home on the lake with family and friends—and you'll be glad to hear, sharing her parents' legacy with her children by four-wheeling across the family farm! 🏡

