

Brilliant AT THE Basics

Interview with ROI Financial Advisors, LLC,
Managing Member, Founder, and Investment
Advisor Representative Lance Jarl Johnson.

What if someone told you that to be financially successful, you just need to be brilliant at the basics? With over three decades of experience, Lance Johnson and his team at ROI Financial have cultivated an environment where clients believe they can achieve their dreams. The ROI Financial team prides itself on educating clients, building strong relationships, and developing their confidence. Through this process, a foundation of trust and friendship with each client is created, and financial success becomes their top priority.

"I always knew I'd be a successful advisor because I grew up knowing hard work and intelligent decision-making would give me the ability to build the strongest relationships," says Johnson. This statement goes hand in hand with the best piece of advice Johnson ever received: "Nobody cares how much you know, until they know how much you care." This level of care and confidence pours into the team at ROI Financial due to his guidance, which in turn helps guide towards the success of ROI Financial's clients.

Johnson and his team dream to develop a new business concept they believe will change the financial industry for the better. Through the relationships that have been built and future relationships that will be cultivated, there's an overarching theme that clients want a superior process and experience at a better value. Johnson's idea is to create a membership model, where clients can come to a one-stop shop to get most of their financial needs met, without compromise.

"Over the next decade across industries, companies must offer a good value because premium costs won't work anymore, especially during economically difficult times," Johnson shares.

If a client needed financial advising, wealth management,



accounting, insurance, mortgages, marketing, real estate services, or any sort of business advice, ROI Financial's membership model would allow them to come into one office and speak with professionals at an affordable rate. To date, Johnson has already started to build a network of affiliated and nonaffiliated business alliances located in one convenient location, accessible to his clients by referral. As time goes on and regulatory requirements adapt and change to modern processes, Johnson hopes that a convenient one-stop shop could bring the financial industry up to speed.

"With the development of services offered through affiliated entities, ROI Tax and ROI Marketing, we believe the positive impact the team-like atmosphere is making on clients is already exceeding expectations," he says.

The ROI umbrella is just getting started, and the future of the ROI team and its clients is looking very bright. Johnson is creating an environment where employees are treated right, and customers receive an incredible value. "By concentrating on processes and creating a one-stop shop, ROI Financial would be the preferred place to accomplish financial goals," he says.

Johnson prides himself on creating tremendous value in people's lives by helping them become brilliant at the basics. If he could offer his younger self advice, he says, it would be, "Don't be scared. Find out what your dreams are, organize your thoughts, outline your goals, and start taking steps in the sands of time. Be fearless on working towards your dreams personally and as a business owner, and enjoy the process of building wealth."



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