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THIS YEAR'S
**TOP
10
WOMEN
IN BUSINESS**

Dr. Homaira Akbari, CEO of SkyBitz

The Natural Caregiver

Brenda Blisk is a Wealth Advisor Willing to Lend a Helping Hand



Photo by Tin Nguyen

2

Number of times Brenda Blisk has been named one of the Top 50 Wealth Advisers in Virginia by Virginia Business Magazine

3

Number of times Blisk has been named to Barron's Magazine list of Top 1,000 Financial Advisers in the U.S.

21

Ranked 21st of the Top Wealth Advisers in Virginia by Barron's Magazine

2009

The year Blisk was elected to the Research Magazine Adviser's Hall of Fame. Also the year Blisk was featured as one of 87 women executives from across the U.S. in the 8th Annual Women Worth Watching issue of Profiles in Diversity Journal and the year she was recognized by Virginia Lawyer's Weekly as one of 28 Influential Women of Virginia

Source: Spire Investment Partners

Name: Brenda Blisk
Title: CEO, Certified Financial Planner
Company: Blisk Financial Group, Senior Vice President of Spire Investment Partners
Location: Tysons Corner

From her well-appointed office in Tysons Corner, there's no doubt Brenda Blisk is on top of the wealth management world.

She's landed on numerous lists of the top wealth advisers in the nation including the Top 100 Women Financial Advisers in the country by Barron's Magazine. She was also the first recipient of the Charles Eisenmann Client First Service Award by Dunham & Associates in San Diego.

Alongside the numerous awards and acknowledgments hanging in her office are countless framed photos of family and friends, a testament to her goal of serving others. Blisk is a self-proclaimed natural caregiver, which is presumably why many of her clients have entrusted her with their funds for up to four generations.

"There's nothing more rewarding than seeing people be successful," she says.

Blisk entered the financial field in the mid-1980s when the business was

predominantly male. She took the opportunity to approach the business from her own, unique perspective often offering an ear to her clients and asking, "What's troubling you?"

Blisk and her team at Blisk Financial Group provide their clients, which she refers to as "our families," a holistic service by way of customized strategies. Being smart with your finances is all about having the right attitude, she says. Too many times people let their emotions guide their investment decisions. Blisk doesn't let the market spook her investment decisions because neither the stock market nor Wall Street are linear creatures. Instead, she chooses to look to the future instead of how the stock market performed yesterday or last week, she says.

"The market is nothing but a reflection of what people are feeling," Blisk says. "We live long term, we need long-term solutions."

Blisk Financial Group is an independent firm that is not owned by a brokerage house, insurance company or a bank, which she feels gives her the power to make independent opinions that aren't based on third party investment concerns. After working for several brokerage houses, she went independent on Valentine's Day in 1997. Since her business is built upon referrals, Blisk says she wants each of her clients to be a success in order to further her own business. She currently consults families in more than 30 states, adding 10 to 15 new clients per year with an average of \$500,000 to \$20 million in investment assets.

Blisk spends her free time mentoring other women entering the field because she feels others can learn from her mistakes and not have to reinvent the investment wheel.

"A good coach has only one goal, that is to win the game," Blisk says, adding that she sees herself as a coach to her clients and feels good when she knows her clients are winning the game.

— Hannah Hager