

Resonate Inc. Celebrates 25th Anniversary as BBB® Accredited Business

Cincinnati, Ohio - Resonate Inc. is recognized for 25 years of BBB® Accreditation. Barb Culver, President, accepts an award from BBB celebrating the company's longstanding commitments to the standards of Better Business Bureau Accreditation.

By Bethany Eckstein



Resonate Inc. has been setting itself apart from traditional financial advising and planning companies since 1980. Its unique, customizable, values-based approach gives Resonate's team of investment advisors and client service professionals the opportunity to "take a compassionate interest in creating meaningful strategies aligning life, money, and purpose." Their holistic approach to financial health and wealth results in a personal and integrative plan for each and every client, with a special focus on core life values and goals.

(Pictured above: Barb Culver, Jocile Ehrlich)

"We find that financial wealth is most fulfilling when it integrates with and supports one's richness of life," says the staff at Resonate. "That is why [our] approach blends quantitative and qualitative financial planning as we offer unique, personalized strategies to help clarify and achieve meaningful and life-enhancing financial objectives as defined by each client."

It's not just the holistic approach that sets Resonate apart from its peers in the financial industry. "It's a tough climb for women in this business in general," says President Barb Culver. "And an even tougher one for a woman-owned business. In the time I was growing up, if you were a woman and you wanted to work, you were a teacher, a nurse, or a social worker," she explains, with a wry, elegant smile. Barb picked "teacher."

She worked in Cincinnati Public Schools until 1979, when the CPS School Board put out a special ballot essentially saying to the public, "If you don't pass this levy, our schools will close." Infamously, the levy went down, and Barb and her colleagues were directed to the unemployment line in Withrow. "I went," she says simply and meaningfully. "I received my unemployment check and my food stamps. And I said to myself: 'Never again.'"

Barb took her newly varied experience in the spectrum of financial health and stoked it with that steady determination unique to all women willing to work *hard* to work *well*, and applied herself to career testing. When she found she tested high in law, stats, and psych, she moved toward the insurance industry. It was this work that gave her the chance to take complicated concepts and translate them to simple points ("Just like I did as a teacher," Barb quips with a wink) while blending math skills, a flair for psychology, and her natural aptitude for law day in and day out. She thrived even despite there being "no women mentors in the financial business back then."

5 years into a successful career, Barb took it upon herself to change that. She partnered with another woman and started a new company with its own unique culture - "a place where everyone knows my name," she says, "and that name isn't 'honey!'" She laughs with easy humor and genuine warmth - the same genuine warmth Resonate's clients feel the moment they step into the doors. "We've worked to foster an environment of cooperation, compassion, abundance, and connection. It's a joy for me to help our clients, to mentor young women, and to keep doing this work that I love. Longevity is a gift."

"Resonate Inc.'s remarkable attention to the whole picture each person in their care represents is wonderfully familiar to us at BBB," says Jocile Ehrlich, President and CEO of BBB Cincinnati. "Barb and her staff tell their clients, 'your purpose becomes our mission,' and Better Business Bureau was founded a century ago on those same ideals. It's a pleasure to celebrate a partnership of 25 years that has thrived under a shared passion for individual purpose."

Congratulations to Resonate Inc.! Learn more about this company by visiting www.resonatecompanies.com.