



Resonate, Inc.
8837 Chapelsquare Drive, Suite B
Cincinnati, OH 45249
www.resonatecompanies.com
p: (513) 605-2500
f: (513) 605-2505
toll free: (800) 984-5101

April 2016

To Our Resonate family, your families and friends,

One of the special skills we have worked hard to develop at Resonate is the ability to connect at an intergenerational level with our clients and their families.

We have sought out consultants who helped us identify and appreciate the culture of various generations. For example, we have significantly increased our social media presence because we value the millennial generation. As we build our relationship, we are committed to transparency and acknowledging each millennial's personality and preferences.

For clients and friends who are part of Generation X, we understand that there are a plethora of priorities competing for your time, attention and money. Some of the Resonate team has already successfully managed our own similar priorities and understand the need to review what you may already have in place and to educate you about certain products which are designed with utility in mind. We understand that you are hard workers and well-educated and value the opportunity to partner with you.

As the baby boomers are literally reinventing what it means to be retired, we share your optimism about the exciting possibilities retirement offers. We understand that we need to earn your trust and your business and value creating mutually respectful relationships.

And for our most mature clients, we want to be a resource as you navigate what might be the toughest part of life's journey. This is why we offer Conversations beyond the Balance Sheet which create the opportunity to define and create a framework of support for those experiencing the aging process.

Recognizing that no one person has walked in the shoes of each of these generations, Resonate has purposefully expanded our team to make available representatives of each generation. This is just another way that the Resonate team fulfills its mission of always putting the client first.

We would love to have a conversation with you about heart intergenerational capacities and the ideas that we have for connecting families in meaningful ways.

You may reply to this email, call or visit us on the web at www.resonatecompanies.com.

Until next time, live your purpose!