[MUSIC PLAYING]

I'm John Rudi. I'm a partner with the Parr McKnight Wealth Management Group. Growing up, money was not a taboo subject. It wasn't you can't do this or you can't do that.

It was really can do anything you want. I really benefited from that because it really sets up the financial planning conversation. Because if you can have anything you want and you make a plan for it, you can achieve it.

Listening is the core competency of any good advisor. Before you can help somebody, you really need to understand where they sit, and through their eyeballs, how they see things. And when you have that perspective, it really allows you to give them guidance that they can follow that's relevant and tailored to that individual.

Outside of work, my wife and I have two littles, and we spend a lot of our weekends getting out of the house going to various places. One of the rewarding parts of this work is that we get to see dreams realized. It really allows me to put my head on the pillow and just feel good about contributing and adding value.

[MUSIC PLAYING]