

## Advisor Spotlight: Doug Denlinger, Mechanicsburg, Pennsylvania

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ProEquities Advisor Doug Denlinger of LifeGuide Financial Advisors isn't your average advisor and didn't want an average approach when it came to marketing his flourishing financial practice. "We wanted to be right up front with people about who we are and who we're not, and wanted an innovative, professional website to do that," says Denlinger.

Denlinger, whose practice has offices in Mechanicsburg and Carlisle, Pennsylvania, teamed up with FMG Suite, a digital marketing firm, and a local graphics designer, Scott McFadden, to take on the task of producing an attractive website.

The partnership proved so constructive that the site was recently named FMG Suite's Best Website Winner (Exclusive Site Category). The website, [www.lifeguidefa.com](http://www.lifeguidefa.com), communicates the focus of the firm in a clear and concise way, and not to mention, has tons of eye appeal.

"I am a Dave Ramsey Endorsed Local Provider for investments and long-term care insurance and a Qualified Kingdom Advisor," says Denlinger. "At LifeGuide, we believe that our mission is missional - we are passionate about helping our clients align their talents, time, and resources with their unique, God-Given purpose," he adds.

"FMG was wonderful and we were assigned a designer and developer who were great to work with. They were highly capable, very creative, and willing to go the extra mile to build a great site for us that really conveys our message." FMG has a standard content management platform they offer, but we paid extra to get a custom package," says Denlinger who has worked with web design in the past. His own experience combined with FMG's commitment to the project produced a website that exceeded both of their initial expectations.

Brandon Brown, VP of Creative at FMG Suite says the winner of their Best Website Contest, LifeGuide Financial Advisors, does everything right. "The logo and colors run seamlessly throughout their site. The photography choices are beautiful and are "on brand" with their prospects. The website is modern, simple, impactful, and offers a second-to-none user experience."



FMG's Best Website Winner

LifeGuide does not solely rely on its website for generating business. Its main source of new clients are referrals. Doug believes that many, if not most, prospective clients check them out online before contacting them. Their website reinforces their value proposition and compliments their ability to gain referrals by word-of-mouth.

“Our business strategy is very simple - let people know about us, do our best for our clients, and trust God for the results. We really believe that everything else will take care of itself. The golden rule really is the best business strategy, period. People will be loyal when you’re running your business by that rule.”

Denlinger and his partner at LifeGuide, Zak Lutz, were ranked in the Top 100 of ProEquities advisors and were invited to attend the 2014 Equity Leaders Conference in Banff, AB, Canada in September. “The trip was phenomenal. We met a bunch of advisors and brought back several best practices to implement in our firm,” he says. Not only do the Top 100 network with other exceptional ProEquities advisors to share expertise, they also get to hear from some of the most influential thought leaders in the business. “One of the most impactful talks was from Paul West who had a lot of good practical insight into practice management, the role of technology, and what clients are really looking for in an advisor,” he says.

Denlinger appreciates the personal approach ProEquities takes in supporting its advisors. “The fact that Mike Mungenast [President & CEO] and the home office staff knows us by name is important. We truly feel that we are more than a number. You can tell they’re good people and interested in our firm’s success and the success of our clients.” Perhaps the ProEquities appeal resonates with Denlinger so well, because it’s an approach he also uses. “Clients want us to be straight forward and more interested in them and their goals than just selling a product or focusing on our firm’s short term revenue.”

When it comes to his success, Denlinger is quick to give credit to his team. “We believe in the power of team. Our advisors don’t have individual clients, they’re all clients of LifeGuide. If a client is better served by someone else in our office, there’s no hesitation to having them work with the advisor that is the best match for them and their family. We work together, win together, and face challenges together. We have a true ensemble approach – our clients are better served and we have more fun. I would be nothing without my team.”



**THE LIFEGUIDE TEAM**

Meet our team of professionals who will help you discover your purpose, protect what's important, invest in what matters and create a legacy that lasts.



**THE HEART OF LIFEGUIDE**

We are passionate about helping individuals, families and organizations fulfill their God-given purpose.



**THE LIFEGUIDE COMMUNITY**

Find out what is happening at LifeGuide - upcoming events, important reminders and smart ideas.

WE CAN HELP YOU START OUT RIGHT, CORRECT COURSE, OR FINISH STRONG



*FMG's Best Website Winner*