



Smart Decisions About Serious Money

Wealth. It's not just about money.

At Lucien, Stirling & Gray Advisory Group, Inc., we understand the value of a dollar, but we also appreciate the value of your lifestyle. We build relationships with you so we understand your long-term goals, and can help you make the most of your money.

So you can make the most of your life.

We are an independent, Austin-owned, fee-only, Registered Investment Advisory firm located in central Austin at 4005 Guadalupe. We work with individuals, but also corporations, trusts, and foundations.



Who We Serve



Our Client's
Characteristics



More than a
group of
advisors.

Retired Couples & Individuals

They hold leadership roles in the community, have a **strong sense of stewardship**, and value the personal attention we give them.

Women On Their Own

Whether widowed, divorced, or never married, these investors find us respectful and easy to work with. **We help empower them** to lead financially independent lives.

Professional Accumulators

In their prime earning years, they are **working to secure financial independence** and are seeking optimum growth and tax efficiency.

Most of our clients share the following **personal characteristics**:

Prudent Investors –

Motivated primarily by responsibility, not greed

Thoughtful Delegators

– Actively seek insightful advice – then act on it

Fiscally Conservative –

Live below means and keep debt to a minimum

Long-Term Oriented –

Think in terms of decades and generations rather than immediate gratification

Respected in the

Community – Have a strong sense of stewardship & “give back”

Have a Good Sense of

Humor – Like to have fun, and don’t take themselves too seriously



When you work with Lucien, Stirling & Gray Advisory Group, Inc, you get a whole team of experienced pros, no matter where your needs take you. As you’ll see from our bios, many of us have worked together for years. We trust each other, and our clients feel it.

[Read team bios >](#)

[Learn About Our Services >](#)

Objective Advice. Informed Decisions. Experienced Insights.

**CONTACT US
TODAY »**

At Lucien, Stirling & Gray Advisory Group, Inc., we help you create positive options and choices in your financial affairs.

IMPORTANT INFORMATION

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[> Disclosure Brochure Part 2A](#)

[> Disclosure Brochure Part 2B](#)

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OUR MISSION

At Lucien, Stirling & Gray Advisory Group, Inc., our mission is simple:

Provide thoughtful, deeply-personalized financial advice, portfolio design, and asset management services to prudent, long-term investors - giving you the comfort and confidence to maximize your personal opportunities and minimize your financial concerns.

LUCIEN, STIRLING & GRAY ADVISORY GROUP, INC.

4005 Guadalupe Street, Austin, Texas 78751

Phone: (512) 458-2517

Fax: (512) 458-3120

Email: info@lsggroup.com

CONNECT WITH US

