

What is The Humanity Factor™? (<https://cedarbrookfinancial.com/why-we-serve/>) 

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The Humanity Factor™

When we founded Cedar Brook in 2005, our mission was to overcome a prevailing challenge facing families who wished to plan for and manage their financial affairs. Our industry leads consumers to view planning through a filter of numbers first and foremost.

These number-centric conversations are so hollow it becomes tough to get grounded about what makes sense for you personally. How can a plan truly serve you if it's developed in a vacuum of context? We believe the solution lies in a philosophy and an approach that we've coined The Humanity Factor™.

Anyone can chase return or design fancy financial products. In contrast, The Humanity Factor is about learning who you are as an individual, husband, wife or parent; as a leader, mentor or philanthropist.

It's about your relationships, your life's work, your passions or your contributions. It's about the families, the advisors and the firm working together toward a common purpose: to honor you as the central figure of your own planning.

That's The Humanity Factor™.



Cedar Brook Financial Partners

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Why we serve

- The Humanity Factor™ (<https://cedarbrookfinancial.com/the-humanity-factor-community/>)
- Mine Your Bliss (</why-we-serve/#mine-your-bliss>)
- Cultivate Your Contributions (</why-we-serve/#cultivate-your-contributions>)
- The Leadership Lever (</why-we-serve/#the-leadership-lever>)

Our Services

- Who we serve (<https://cedarbrookfinancial.com/who-we-serve/>)
- How we serve (<https://cedarbrookfinancial.com/how-we-serve/>)
- Individuals and Families (<https://cedarbrookfinancial.com/services-for-individuals-and-families/>)
- Closely-Held Companies and Corporations (<https://cedarbrookfinancial.com/services-for-closely-held-companies-and-corporations/>)

Company

- Leadership (<https://cedarbrookfinancial.com/leadership/>)

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Client Center

[https://client.schwab.com/Login/SignOn/CustomerCenterLogin.aspx?](https://client.schwab.com/Login/SignOn/CustomerCenterLogin.aspx?&kc=y&sim=y)

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Disclosure (<https://cedarbrookfinancial.com/disclosure/>)

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