

Rochester NY | Independent Financial Advisor | Worth Considering, Inc.

Worth Considering, Inc.

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Worth Considering, Inc. is a fee-only investment advisory firm based in Rochester, NY.

We advise clients across the spectrum of the investing lifecycle starting with the early stages of wealth accumulation. The core of our practice is focused, however, on two critical stages: **wealth consolidation** during the transition to retirement, and **wealth management** to support sustainable distributions throughout retirement.

Our investment advice is built around a financial plan crafted for the individual investor. We do not sell investment products or receive any type of commission from the investments we recommend. We are compensated solely on a fee basis.

Our investment approach is built on several common sense principles: 1) asset allocation is the single biggest driver of investment performance, 2) diversification, and 3) capturing market returns at an efficient cost.

We also [write frequently about the financial markets and investment topics](#) because doing so challenges us to be sharp and critical.



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