

## WHAT'S NEW...

### Prophecy Impact Investments Rebrands as Falcons Rock Impact Investments

In order to improve brand familiarity and better convey the environmental benefits, our sister company has been renamed. Visit the Falcons Rock Impact website to learn more about responsible investing and to start exploring your portfolio today.

[Visit website.](#)

### What Plan Sponsors Need to Know About SRI Investing

This article from the International Foundation of Employee Benefit Plans defines the basics of SRI and highlights how retirement plan fiduciaries can implement the concept. Greg Wait of Falcons Rock gives offers his take on why it makes business sense.

[Read August article.](#)

### Investing with Environmental & Social Impact.

In the cover story of their 2018 Guide to Wealth Management, the Milwaukee Business Journal interviewed Greg Wait of Falcons

## MARKET REVIEWS

Get quarterly market reviews direct from Falcons Rock President, Greg Wait.

[Current Review](#)

 [Subscribe to future Quarterly Market Reviews](#)



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Falcons Rock Investment Counsel - LLC

## Independent, Fee-only Investment Planning and Consulting Services



### Consulting Services/ Investment Philosophy

- Retained Consulting and Advisory Services
- One-time Investment Consulting Projects

[more...](#)



### Private Client Investor Services

- Investment Planning Analysis
- Coordination with other Professional Advisors

[more...](#)



### Institutional Investor Services

- Investment Manager and Service Provider Searches
- Performance Evaluation and Measurement

[more...](#)



### Responsible Investing

- Education and Awareness
- Environmental, Social and Governance Portfolio Design

[more...](#)

Falcons Rock Investment Counsel, LLC provides advisory services to:

- **Select individuals and families,**
- **Privately-held businesses,**
- **Qualified retirement plans**
- **Non-profit organizations**
- **Government entities**

Our firm is dedicated to helping clients achieve their financial aspirations, and to do so with honesty, integrity and care.

Throughout our website, you'll discover the various consulting processes and services available to you. In the end, however, the primary product delivered by Falcons Rock Investment Counsel is trust, combined with investment expertise.

Falcons Rock offers completely independent, fee-only investment planning and consulting services. We are paid by our clients for the services we provide, not by a brokerage firm, bank, insurance company, or money manager for products sold!

It is my pledge that all clients and referrals will be treated with dignity and respect, and will ultimately benefit from our advice.

*Gregory D. Wait, CEBS  
President*