



in the Market
NEW YORK CITY

MIRUS

ORANGE YOU GLAD TO KNOW MARK VERGENES

Fine cigars. Steelers football. Local art.

The items listed above have little to do with financial planning unless an investor is talking with Mark Vergenes of Mirus Financial Planning, then it all makes sense. To Vergenes, what defines a person is what makes that person a client.

“When it comes to the right [investment executive] you have to like them, you feel comfortable with them, you talk about more than just business,” Vergenes said from his office at 110 E. King St. “If you have that type of relationship you are probably with the right person, because then I can almost tell you ‘I know what you want this money to do.’”

It is that personal knowledge of risk tolerance and financial aspirations that allows Vergenes to work with a range of clients, from one with a \$50 per month investment or another who received a \$2 million inheritance. He works with individuals, families and small to medium size businesses and non-profits. Vergenes wants to know the person in order to know the money—is this investment for retirement, a new home, a college education or offspring inheritance?

“In short my goal is to help you grow your money,” Vergenes said. “I can help you reduce its tax burden and I help you pass it along.”

Vergenes is relaxed in his modest and modern office. He is surrounded by highlights and hints of the color orange—an orange orchid sits on the windowsill, a large bowl of orange jelly candies awaits visitors near the entrance, most of the time Vergenes sports an orange tie. The color correlates directly to his business principles.

“Mirus is Latin, which means exceptional, above all others, astonishing,” Vergenes said. “The orange color was selected because it’s the color of change. When it comes right down to it, no one really cares what the name of your company is, it’s what is between your ears. Do they like the advice they are getting? Do they like the solutions they are getting?”

At Mirus Financial, Vergenes oversees the total financial wellbeing of his customers, from retirement plans to life insurance.

“This is a financial planning and investment advisory firm,” Vergenes said. “There are usually potholes along the way, like a need for life insurance or long term care insurance or some other legal strategy. As Mirus Partners, I can bring together a lawyer or an accountant that I would entrust to do my business, if the client doesn’t already have one. If there’s another discipline that needs to be brought to the table I reach out to my partners.”

Vergenes has a few friends outside of his professional partnership. Aside from the work keeping Vergenes busy in the office, he is also the Chairman of the Board for Lancaster City Parking Authority. An antiquated parking meter serves as a decorating touch to his office. Vergenes also works on the Investment Committee for Lancaster Farmland Trust, serves as school board member at Resurrection Catholic School, and sits on the Musser Park board of directors.

“It seems like I’m doing a lot,” said the unfazed Vergenes.

Nevertheless, there’s more. Vergenes is also politically active, a little bit of politics is a spill over from his love of cigars where he’s been known to hob-knob with Senator Mike Brubaker.

Community involvement is more than politics and board appointments. There is a heart to Lancaster that this Pittsburgh native has grown to love. The community spirit emanates from his office in the form of artwork.

Anyone familiar with Lancaster knows about First Friday and the amount of visitors coming to the city to get in touch with the blossoming art scene. Mirus Financial and the other tenants at 110 E. King St. share the First Friday enthusiasm. Once a month, the building transforms into Exhibit 110. It is a place for local artists to exhibit their work in an environment free of commissions and rental fees (neither

Vergenes or the landlord of 110 E. King St. receive commissions for the artwork).

“On First Fridays I have a chance to meet people I may have never met before, one thing First Friday does is attract regionally, not just in Lancaster County,” Vergenes said while motioning to artwork adorning the entryway into his office. “This artist is very abstract. I had Gail Gray’s artwork in here for about a year. It’s our little piece of reaching out to the community and helping the art scene.”

It seems that Vergenes has his finger on the pulse of Lancaster. It is fitting, he describes his professional style as “high touch, high success.” There are no associates answering the phone at Mirus Financial. Calls are not forwarded to a remote answering service.

“When you hire me, you get me,” Vergenes is sure to add. “I’m independent and that’s key.” §



ABOUT MIRUS FINANCIAL:

Mark Vergenes started Mirus Financial Partners in 2006. Vergenes has more than 14 years experience as a financial planner. Not to be mislabeled as small, the boutique company is based on the principle that education and understanding of current financial situations is vital to successful, prudent decisions concerning clients’ future financial conditions. Mirus Financial Partners was founded with the goal of assisting clients in every aspect of their financial lives.

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