



## Laura Kuntz

### LAUREL WEALTH PLANNING

Laura Kuntz grew up on a Wisconsin dairy farm, one of nine children in a family with an entrepreneurial spirit. She sees a later decision by her parents to get into the building supply business as an example of how to adapt and change.

Her career took a similar turn as the founder of Laurel Wealth Planning. After being an efficiency expert at a local hospital decades ago, Kuntz found a new job in financial planning. Success followed at IDS and Ameriprise before a job change forced a career reassessment.

Having worked long hours in the field and wishing for more time with her three children, Kuntz started her firm 20 years ago. "It was marvelous in terms of helping me have more control over my schedule and my destiny and have more balance," she said. "We're a hard-working firm, but I want some level of balance for our employees as well."

Kuntz has two women partners, chosen for performance, not gender. Still, only 25% of financial advisers in the industry are female, she said, despite a changing clientele. Laurel Wealth has more than 100 clients, with women making all the financial decisions in half of those households, reflecting the national average.

Kuntz enjoys mentoring employees and volunteering for professional organizations, including as a past board member of the Financial Planning Association. For more than 25 years, the Kuntz family has sponsored children and orphanages in nine countries through the nonprofit NPH USA.

Kuntz has come a long way from times in her youth when, at times, she felt boxed in by being female. Working for large corporations and then starting her firm offered the best of both worlds, a chance to learn and a chance to lead.

"Having my own company has allowed me to more live life a little more on my own terms, and do what was really meaningful to me," she said.

—Frank Jossi