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COLORADO FINANCIAL PROFILE


Christopher W. Parsons, Managing Partner


Jeffrey T. Huff, Partner


Sharon N. Starkey, CFP®, CDFA®, Partner

Better Together

A Colorado-based wealth management firm shows people what's possible.

"Who do you want sitting across the table for life's most important financial decisions?"

It's the question posed by Highlands Wealth Management Group, where Christopher W. Parsons, Managing Partner, Jeffrey T. Huff, Partner, and Sharon N. Starkey, CFP®, CDFA®, Partner, believe clients are best served when different perspectives come together. Seasoned advisors, each has built a career serving clients with different financial priorities. Yet all share a willingness to lean on one another when a different viewpoint can strengthen a client's plan.

All three advisors work with a broad range of clients: small business owners, lifelong savers, retirees, and everyone in between. What sets them apart isn't who they serve, but the perspective each brings to the table: Parsons approaches planning with a coach's discipline, Huff with a patient, principle-first philosophy shaped by years in public service, and Starkey with a deep focus on the human side of major life transitions. Each client benefits from all three viewpoints, not just one.

Like many well-established advisors, the team's business is built on referrals, the natural result of relationships built over decades. Forming Highlands Wealth Management Group gave Parsons, Huff, and Starkey a way to bring their combined experience (totaling over 100 years) to a broader audience. It's an approach few firms can match, and it's why clients trust Highlands Wealth Management Group with the decisions that matter most.

A Team Approach

Parsons—who was a two-sport collegiate athlete, a high school coach, and is a competitive cyclist with wins at several state championships and a national championship—brings a coach's mindset to every client conversation. "The best advice begins by understanding a person's entire financial situation before recommending a strategy," he says.

Huff practiced law before serving two terms as mayor of Castle Pines, Colorado. Over the years, he has watched "ordinary" people and other lifelong savers accomplish goals they once believed were out of reach. Today, many are retiring with confidence, helping children and grandchildren, and enjoying the peace of mind that comes from years of thoughtful planning.

"If you have a solid plan, good principles, savings ethics, and patience, you can be quite successful," he says.

Starkey worked her way through college before building a career in financial services, an experience that reminds her every client's financial journey begins somewhere different.

"There's such a human side and relationship side of this business that people just don't realize," she says. "You're with clients through joyful moments. You're with them through the hard ones too."

These moments may include selling a business, preparing for retirement, navigating divorce, guiding a surviving spouse, or watching children and grandchildren become clients themselves. Over time, conversations about investments naturally become conversations about life.

As clients enter retirement, Starkey believes the greatest value often has little to do with returns. "The value is just knowing them," she says.

Some clients need help finding trusted local resources. Others need someone willing to explain financial matters. While their experiences and areas of focus may differ, the partners at Highlands Wealth Management Group are united by the belief that helping people navigate life's financial decisions—and celebrating what those decisions make possible—is what makes this work so meaningful.

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