

RP

# Rebecca Phillips

## Financial Advisor

Advisor holding the Certified Financial Planner credential, managing 118 client households and \$63M in client assets. Serve dual-income professionals in tech and healthcare, with planning work spanning equity compensation, tax-efficient investing, and college funding.

## CONTACT INFORMATION



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## EDUCATION

B.S., Personal Financial Planning,  
Colorado State University, 2017

CERTIFIED FINANCIAL PLANNER (CFP),  
2019

FINRA Series 65

## KEY SKILLS

- Equity compensation planning (restricted stock, stock options, employee stock purchase plans)
- Alternative minimum tax and multi-year tax projections
- Roth conversion strategy
- 529 and education funding
- Donor-advised fund planning
- MoneyGuidePro and eMoney
- Redtail CRM
- Orion performance reporting
- Client retention and review cadence

## PROFESSIONAL EXPERIENCE

### FINANCIAL ADVISOR | SONORAN PEAK ADVISORS, SCOTTSDALE, AZ 2020 – PRESENT

- Manage \$63M across 118 households, generating roughly \$540K in annual advisory revenue on a 0.85% blended fee schedule.
- Built an equity compensation planning workflow for clients holding restricted stock and incentive stock options, covering trading plan timing, alternative tax projections, and concentrated-position diversification.
- Coordinated with clients' CPAs during Q4 on tax-loss harvesting and charitable giving via donor-advised funds, closing out 34 tax projects in 2023.
- Ran a 529 planning process for 41 households, mapping expected contributions against projected in-state and out-of-state costs.
- Retained 97% of households through a partner departure in 2022 by holding individual re-onboarding meetings within 45 days.

### ASSOCIATE ADVISOR | MERIDIAN PRIVATE WEALTH, DENVER, CO 2017 – 2020

- Supported a lead advisor with a \$190M book, preparing plans and running Monte Carlo analyses in MoneyGuidePro.
- Led the CRM migration from Junxure to Redtail across 340 client records, cleaning duplicates and standardizing household groupings.
- Earned the CFP designation in 2019 after completing the coursework through the College for Financial Planning.