

Jason VanDuyn wants better for his clients and employees, so he's working to create a new model of financial planning to attract the next generation of qualified financial advisers to help effectively manage the boomer population's retirement dollars; attract and retain top talent in Michigan by offering internships to qualified college students; and foster the growth and success of the Wealth Planning Foundation, a charitable organization created by the AQuest team.

"I was born, grew up, lived and went to school in southeast Michigan, so I had a very localized view when I started my career," he said. "That all changed when I enrolled in an international executive MBA, which really opened my eyes to a more global perspective that inspired me to see beyond the 'Michigan lens.' This perspective led me the largest decision I have ever made, which was to quit my job and strike out on my own founding AQuest Wealth."

The financial advice field is fractured with several platforms to work inside of, VanDuyn said. "The multitude of potential paths makes what we decide not to do far more important than what we actually choose," he said. "Choosing the second or third most effective strategy will lead the client to differing levels of financial success, but success nonetheless. The wrong choice, on the other hand, could have seriously damaging effects. I am personally obsessed with the structure of the advice business and how to rearrange the existing structure to provide consistently better paths for our clients."

Preventing the brain drain and improving public transportation are vital to Michigan's economic future, he said. "There are many qualified people without transportation to get to work," he said. "To address this, we should encourage city leaders to adopt higher-density zoning and then create regional public transportation around these highly populated areas."