

# ST. LOUIS BUSINESS JOURNAL

## BARBARA ARCHER

PARTNER AT HIGHTOWER ST. LOUIS

MOST  
INFLUENTIAL  
BUSINESS WOMEN

Financial advisers are often tasked with finding the right combination of investments for their clients or helping them navigate retirement planning, but Barbara Archer has helped her clients find much more.

"I do typical certified financial planning work, but we go much deeper," Archer said. "I've done everything from helping my clients find caregivers, helping clients find jobs and I've even introduced clients who have gotten married."

Archer has been a wealth adviser for 33 years. She began her career at her independently-owned firm, Archer Wealth Management, and in May, she joined forces with fellow adviser Carol Rogers to found Missouri's first HighTower Advisors office. Archer, 62, said establishing HighTower St. Louis has only helped her better serve clients.

Rogers also has been a financial adviser for at least 30 years, and Archer said she believes their combined expertise helps them run their firm more efficiently and allows them to spend more time focusing on clients.

"We lead with understanding our clients first and what we can do to help enhance or enrich their personal lives," she said of the firm, which has about \$600 million in assets under management. Archer's clients come to her for services such as cash flow management, tax planning and retirement planning. But she said the most meaningful part of her work comes from planning wills and other financial transitions within families.

"Sometimes it's having discussions on philanthropic planning or planning for the transition of their wealth to the children or grandchildren," Archer said. "Continuity planning is the most moving for the families, and it's the most meaningful for me."

Although Archer and Rogers have only worked together since May, Rogers said they've been "competitors and friends for about a dozen years." Rogers said the

### BEST ADVICE?

Craft your personal motto on how you want to live your life. Mine is simple: "Always grateful, never satisfied."



decision to work together was a natural one. Their teams had known each other for years, and someone suggested that the two should form a partnership. Rogers said she is not only Archer's partner and friend, but also "a member of her fan club."

"I think Barbara doesn't do anything halfway, ever," Rogers said. "If there are five steps, she'll take 10 when it comes to understanding what the needs of clients are and how she approaches them."

A native of Finleyville, Pennsylvania, Archer has lived in St. Louis since 1980 when she began working at Ralston Purina. She founded Archer Wealth Management in 1983. Archer has a bachelor's in medical technology and an MBA with a focus in marketing and finance from the University of Dayton.

She has been married to her husband, Steve, for 37 years, and the couple have two

adult children, Ryan and Kristin.

Archer said her biggest motivation is solving problems, both in her professional and personal lives. One important aspect of this motivation is giving back, something Archer said her parents instilled in her as a child. "I'm really motivated by making changes in the St. Louis community. This is my home now, and it's where I want to see the world change," she said. "I can do something here."

Archer has been involved in fundraising efforts for the Saint Louis Zoo and the Center of Creative Arts (COCA). She is a lifetime board member of COCA and serves on the board of the Saint Louis Zoo Association. Archer has helped raise over \$6 million for the two organizations.

"Wherever people might be in need, I've just pitched in to get things started," she said.

—Cecilia Salomone