



# The Ocean Star

STAR NEWS GROUP®

FRIDAY, MARCH 18, 2016

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## BUSINESS PROFILE

### Trinity Financial, far from the average company

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STAR NEWS GROUP

Trinity Financial Sports and Entertainment Management Co., LLC is far from your average financial management company.

Co-founder Peter Grandich, who formed Trinity along with former two-time New York Giants Super Bowl Champion Lee Rouson in 2001, has spent a great deal of his 32-year career in finance straying from the traditional approach to financial management.

"Traditional financial planning doesn't work. You can't predict the future," Mr. Grandich said.

Mr. Grandich has now infused his renegade approach to finance into Trinity's practices, drastically differentiating the company from his competition.

Whereas most financial planners focus on chasing networth, Mr. Grandich explained, Trinity's focus remains on maximizing cash flow.

"We believe cash flow is what's critical for people to grasp and learn, while most others in the financial world are all about net worth. The entire financial world is based around, 'If I can take what you have now and turn it into this worth over here, it will reach whatever goal you have.' We believe that cash flow is what's important. Cash flow is what makes or breaks businesses, cash flow is what makes or breaks abilities for people to live a better lifestyle," Mr. Grandich said.

Couple his cash-focused approach with his willingness to admit his industry's faults makes Trinity a rarity in an industry built on predicting the future.

"You can't, on a regular basis, constantly predict the four most important things that are going to impact your plan: interest rates, tax rates, inflations rates and rates of returns," Mr. Grandich said, readily admitting that there is no one-size-fits-all approach to financial management.

"No one knows the future but God," he added.

Not only does Trinity offer financial management services, the company boasts an advisory board of approximately 20 members from diverse professional backgrounds to mentor Trinity's clientele of professional athletes. Each of the advisors have risen to financial suc-



RYAN WELSH THE COAST STAR

Trinity Financial Sports and Entertainment Management Co., LLC, co-founded by Peter Grandich, will plant roots in Spring Lake. Its new office, located on Morris Ave., is set to open in April.

cess, suffered setbacks of some sort and have found their faith in the process.

"We didn't just want to be financial advisors to professional athletes, we wanted to mentor them. So having guys who have gone through what they're about to go through was added on," Mr. Grandich said.

#### FOUNDED IN RELIGION

Mr. Grandich said he was raised a Christian but truly found his path to God after overcoming two debilitating bouts of depression. A passionate fan who was never an athlete himself, he went on to participate in the Fellowship of Christian Athletes, where he met Mr. Rouson, who wanted to form a financial management company for Christian athletes. The two men decided to partner and Trinity was born.

Faith can be found in all corners of Trinity, from the clientele it represents to its devotion to civic and charitable causes. According to Mr. Grandich, this is a rarity in his field.

"There's so many people who claim christianity in the United States, yet there's so few people willing to talk about it in the same breath as they talk about finances," he added, explaining that matters of money or finance is the second most prevalent topic addressed in the Bible.

#### PLANTING NEW ROOTS

Trinity's newest venture has been a long time coming for Mr. Grandich. Having harbored an affection for Spring Lake, Mr. Grandich has seized an opportunity to move his office from its current Wall Township location to Morris Ave. in Spring Lake.

Mr. Grandich first fell in love with Spring Lake after moving to New Jersey in 1984 with his wife Mary, a devout Catholic who was born and raised in Ireland. While thumbing through the Irish Echo, an Irish newspaper the couple subscribed to, he came across a mention of the Irish Riviera, a common nickname for Spring Lake.

"For me, I don't know how people can not like it," he said. "You have this small little strip of a town, and a lake and the ocean all within five minutes of each other."

Though he does not live in Spring Lake, Mr. Grandich estimates that he has visited approximately 1,500 times in the past 30 years.

According to Mr. Grandich, moving Trinity's office to Spring Lake is not about doing a lot of business.

"The first and foremost reason I went was for selfish reasons, to fulfill and have personal enjoyment," he said with a smile. "I'm going to be in a place I always wanted to be and be able to do some of the things I wanted to do. That includes going to mass, and fishing from the lake or

fishing from the ocean."

Mr. Grandich plans to infuse his religious values of civic and charitable giving into the fabric of the office. Boasting an impressive collection of sports memorabilia, and a rolodex of past and present athletes who are happy to give, Mr. Grandich plans to sell a selection of memorabilia at the office and donate the proceeds to a specific charity.

Currently, Mr. Grandich is working with the Ashley Lauren Foundation. The items on display will be up for sale for approximately two to four weeks, and at the end of that time the proceeds will go to the foundation.

"We think that's the simplest and best way to help," Mr. Grandich said.

Mr. Grandich also hopes to involve some of his past and present clients in the community, sharing their stories in appearances at local events and charity fundraisers.

"Athletes are able to draw a crowd and be able to capture an audience for a period of time unlike any other profession other than entertainers. In this particular case, our entire board, almost all of them, have had some type of a rise or fall in their life, both financially and otherwise and have come to a faith. That's the uniqueness of how this board has come together. They are very civic [and] charitable minded, so they were willing to go into the community and share their stories," he said.

Set to open around April 15, the office will also serve as the corporate hub of New Jersey's Sky Blue Soccer Team. Mr. Grandich hopes to use his newly formed relationship with the team to better the community.

"There's thousands upon thousands of kids playing soccer within miles of Spring Lake. The hope is that we can incorporate these players both into the community for both civic and charitable reasons, but also into the soccer community that plays in the area with appearances and lessons and things of that nature," Mr. Grandich said.

Trinity Financial Sports and Entertainment Management Co., LLC will be located at 219B Morris Ave. in Spring Lake. The office will also be the new home of Peter Grandich and Co., which provides financial management services to the average person, as opposed to professional athletes.