

# PETER GRANDICH AND COMPANY: A Trusted Source of Financial Advice Since 1984

**P**eter Grandich and Company, founded in 1984 by Peter Grandich, has become a trusted source of financial advice. Peter's career spans diverse roles as a stockbroker, hedge fund manager, mutual fund manager, and market strategist. Throughout his career, he has been dedicated to making finance more understandable, offering accessible and practical advice for individuals and businesses in an often overwhelming industry.

Peter's approach to financial success is built around the idea of managing cash flow wisely rather than seeking constant wealth. He believes that true financial stability comes not from chasing larger sums of money, but from making strategic, thoughtful decisions. This philosophy challenges traditional financial models, which he feels often fail to support clients in achieving their goals.

Peter's path to success was unconventional. Despite not finishing high school, he gained national recognition for forecasting the October 1987 stock market crash, followed by a prediction that the market would return to all-time highs within two years. He would go on to manage four hedge funds and a mutual fund, solidifying his reputation as a market expert. However, Peter's journey also included significant setbacks. He experienced the highs of earning millions, only to lose it all twice, which, combined with a battle with severe depression, led him to rethink his approach to wealth. These challenges became pivotal moments in his life, teaching him that real wealth isn't about accumulating assets, but about how money fits into a larger, more meaningful life.

His faith became central to his personal and professional life, guiding both his financial philosophy and decision-making. In 2000, Peter launched a Christian-based financial services company with a former NY Giants two-time Super Bowl champion, Lee Rouson. This partnership underscored his belief in integrating personal values with financial advice. Alongside his business

ventures, Peter spent over two decades working with athletes and coaches, beginning in 2001. Through Bible study, chapel services, and one-on-one guidance, he worked closely with players from the NY Giants and NY Yankees, offering them a unique perspective on wealth management that extended beyond numbers. His work with high-profile clients reinforced his view that financial success isn't defined by wealth alone, but by how one navigates the complexities of wealth and life.

Peter's commitment to offering transparent advice also sets him apart. Unlike many in the finance industry, he embraces the lessons that come from failure and setbacks, believing that growth arises from facing challenges head-on.

This candid approach has been a hallmark of his career, encouraging clients to embrace both their successes and the lessons learned from risk and failure.

Throughout his career, Peter has participated in over 1,000 interviews across TV, radio, and print media, sharing his insights with a wide audience. His extensive media presence has allowed him to reach people from all walks of life, sharing his financial wisdom in a way that is relatable and grounded in real-world experience.

Beyond his work in finance, Peter is deeply involved in community service, particularly through organizations like Freehold Open Door and 5Help.org. These efforts reflect his belief in using his success for the greater good, particularly where it is needed close to home.

For Peter Grandich, true financial success is not about accumulating wealth, but about finding balance, maintaining perspective, and aligning financial decisions with lasting values. His life and career remind us that wealth is best measured not by what we have, but by the wisdom we gain along the way and the impact we make. Through his work, Peter continues to offer a refreshing, values-driven approach to financial planning, one that emphasizes long-term success over short-term gains.



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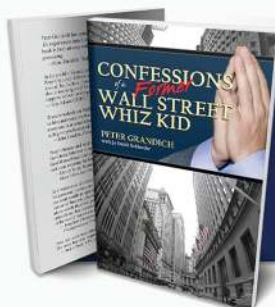
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"In the world of finance, where far too often people speak in platitudes, Peter Grandich delivers a concise, intelligent, and at time humorous look at the markets. Peter may ruffle a few feathers, but his expertise should not be ignored. I was a fan long before I was his friend, but I am happy to be both at this point in my life!" — Guy Adami, CNBC-TV Contributor

"There is nobody on Wall Street who is kinder than Peter. Listen to him and enjoy his book. Even when he is wrong (and everyone is at some time or another), you can be sure that Peter will give you honest advice." — John Crudele, Columnist, New York Post



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