

Marion Star

Aces of Trades:

Lisa Bush enjoys helping people achieve their goals

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She's an entrepreneur — like her mother.

“As the youngest of five daughters, I was the typical baby of the family,” characterized Lisa Bush. “I was spoiled and got away with everything. However, looking back I can see how influential my mother was on my life. She's a woman of faith and loved her career working as a realtor. To me, she was a role model of what a hard-working female entrepreneur looked like in the 1980s and 1990s.

“I believe I inherited her entrepreneur spirit,” Bush continued. “Growing up, I always enjoyed watching a lawyer argue and seeing truth prevail. It inspired me to believe I could accomplish something great. This provided a drive in me to push through challenges and accomplish my goals.”

Today, Bush is co-founder, vice president and wealth adviser at Alluvial Private Wealth.

“When I was in my early 20s,” she recalled, “I became very interested in learning about saving and investing and I started reading books on the subject. When my husband and I bought our first home I became fascinated with the process and learned all about debt-to-income ratios and credit scores, etc. I thought, ‘I can do this.’ So, I became a realtor in the '90s. I enjoyed it and learned a lot but quickly realized I gravitated to the financial side. It wasn't long after that I became a personal banker and then a financial adviser.”

Alluvial, by the way, refers to mineral rich, highly fertile soil, which is “the basis for abundant growth from which great things grow,” according to the company's website.

Bush grew up in Marion and graduated from Marion Harding High School and then earned a bachelor's degree from Franklin University with a



Marion native Lisa Bush is co-founder, vice president and wealth adviser at Alluvial Private Wealth, which she helped launch in 2021.

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double major in business administration and financial planning.

“I helped launch Alluvial Private Wealth with my business partners in 2021,” she said, “to provide better services to our clients. Since then, we've added more staff members to our team and launched an Alluvial Cleveland office.”

Bush is also active in the community.

“Lisa truly cares about her community and is always looking for ways to give back,” assessed Amber Wertman is executive director of United Way of Marion County. “Lisa is my personal adviser, as well as an adviser to several different nonprofit organizations that I'm part of. She's open, honest, and consistent in her approach. She values service above self. I know I can trust her and that's essential when doing business with someone.”

“I was blessed to find a place in the Marion community,” Bush responded. “I value Marion's rich heritage and love supporting local organizations that work to make Marion a great community for our families.

“As I get older, I'm more confident of who I am and where I'm going. I'm a lifelong learner who continues to grow in my faith and profession,” she concluded.

Aces of Trades is a weekly series focusing on people and their jobs — whether they're unusual jobs, fun jobs or people who take ordinary jobs and make them extraordinary. If you have a suggestion for a future profile, let us know at news@marionstar.com.