



Ellenbecker
Investment Group

MILWAUKEE BUSINESS JOURNAL



2025 BEST PLACES TO WORK

Meet the Milwaukee Business Journal's 2025 Best Places to Work



There are many ways to judge the success of a company, from soaring revenue to expanding bottom lines, from adding employees to building new facilities.

All of those are noteworthy – but what makes the [Best Places to Work](#) program so intriguing is it narrows the question of success down to a very basic one: Is your company one where people want to work? Is being an employee there something that excites people? Is your workplace one that workers are proud of?

The companies we celebrate in this special section can answer those questions with a resounding *yes!*

Working in conjunction with our partners at Quantum Workplace, we've surveyed the employees at each of these businesses to find out their thoughts about the companies they call home.

Those who have been selected as Best Places to Work have employees who go home with not just a paycheck but also a sense of satisfaction. They feel appreciated, they feel rewarded and they're happy to let others know about how great their employer is.

Their success not only helps them stand out as employers but benefits the entire Southeast Wisconsin economy, making it a better place to live, work and play.

For many of these companies, being on the list is a repeat occurrence, a testimony to being able to build a culture that not only keeps employees happy but keeps them coming back – with low turnover and an easier time filling vacancies when they do occur.

In this section, we're digging deeper into what makes these employers the best for their workers – how they position themselves in the marketplace and what they offer to make employees happy.

Congratulations to these companies for hitting home runs – and for putting in the work to build a team that can claim championship status year after year.

–Timothy Gibbons



Image: Photo Illustration: Milwaukee Business Journal

IMAGE CREDIT: PHOTO ILLUSTRATION: MILWAUKEE BUSINESS JOURNAL

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Category

Small (25 - 49)

Rank in size

8

BPTW Score

92.54

Company Name

Ellenbecker Investment Group

How would you pitch your company to a potential hire?

We have built a culture that is all about people. We have a strong, values-driven culture where service, collaboration and teamwork are at the heart of everything we do. As a family-owned Registered Investment Advisor (RIA) firm, your voice matters, your development is a priority, and your work has a significant impact on client relationships and our communities. Whether you are experienced or early in your career, we offer opportunities to learn and grow – personally and professionally. We thrive on continuous learning, taking on new challenges and developing the team to become their best. We also care deeply about our community and know the impact we can make through volunteering, supporting local causes and giving back in other meaningful ways. Our team is collaborative, down-to-earth and genuinely cares about each other. At EIG you are joining a team that is deeply committed to your success.

How do you promote employee retention?

Our foundational EIG core values drive employee retention – Service, Education, Philanthropy, Integrity, Respect, Accountability, Optimism, Gratitude, Teamwork, and Thrive. We foster a culture where the values are demonstrated and recognized each and every day - that kind of energy is contagious. We invest in our employees through ongoing learning opportunities, mentorship, and career growth paths. Whether it's a new certification, leadership training, or personal development, we focus on long-term growth for the team. We prioritize flexibility ensuring the team feels supported both in and out of the office as well as offering unique benefits to support the well-being of our employees and their families. This includes providing a daily "Power Hour" to recharge, having an onsite Integrative Health Consultant, Doctor of Chiropractic and a personal trainer! The team is built on trust and mutual support and willingly shares knowledge and steps in to help and celebrate each other's wins.

What's the most popular perk you offer employees?

Flexibility – we call it Dream Schedules! We empower employees to create their ideal schedule in alignment for what works best for their lives – including working remotely, adjusting schedules to pick up kids, getting to the gym, attending other activities, etc. The team is trusted to do great work in the way that works best for them. This balance is what makes our culture thrive. Each person has their own unique needs including when and where work gets done. Dream scheduling and flexibility provide this opportunity with less stress and more energy and focus. Dream Scheduling is about having the autonomy to manage your day with mutual trust and support.

What's the biggest home run your company has hit in the past year?

We are proud to share that we have had three NEW events, open to our clients and the community, over the past year that were overwhelmingly successful. Two of the new events are aligned to our 'Inspire to Retire' series – a Car Show and Holiday Mercantile – while another focused on providing an Economic Update. Although we had never hosted a car show in the past, our team collectively shared their knowledge and experiences as we designed our own show. Our employees, clients, friends and neighbors showcased their beautiful cars for our over 400 guests who attended the event. Participants and guests alike shared their enthusiasm, and we are excited to share that the 2nd Annual EIG Car Show will be on Thursday, July 17th. The Holiday Mercantile was developed after hearing about our talented clients who have been inspired to follow their passion. We hosted over 30+ vendors selling their gifts and wares while over 300 shoppers visited the mercantile and even got their picture taken with Santa & Ms. Claus. We are looking forward to another Holiday Mercantile taking place on Saturday, November 22nd. In addition, we offered a unique opportunity for our clients and community to attend a pre- and post-election Town Hall Meeting - Election Economics. These sessions featured a panel of industry leaders who discussed what to expect in election years and how it may impact the economy, stock market, tax environment and real estate. These were well attended and informative sessions.