



Team philosophy

Our culture tells us that happiness comes from what we have. But, we believe contentment comes from living a generous and purposeful life. One of our core beliefs is that everything we have is a gift from God. In addition, we have the moral responsibility of stewardship for those blessings.

We look at stewardship through three lenses: provision, contentment and enjoyment. In our work together, we will focus on provision in the context of financial security and retirement income planning. We will also help you develop and practice a purposeful relationship with money by incorporating contentment and enjoyment into your money habits. Our mission is to help you achieve fulfillment and confidence with money. We do that by getting to know you, partnering to understand your objectives, and delivering meaningful advice.

It's our privilege to serve on your journey to a more purposeful relationship with wealth.

Let's connect

thrivent.com/pdw

purposedrivenwealth@thrivent.com

101 W. 11th St., Unit 103
Durango, CO 81301
970-764-4212



Advisory services

There's no shortage of information about how to be successful with money. But if information was the solution, then everyone would be a retired millionaire by now. Our focus is encouraging clients to practice wisdom.

We provide value by delivering competent and comprehensive advice, time savings and preventing the opportunity cost from making mistakes. We help people navigate the winding road of financial choices and illuminate blind spots, so the decision-making path is clear and actionable.



Our team



Lotem Sella

Director of Investment Operations

Lotem was born in Israel and immigrated to California before moving to Colorado. In high school, he worked as a golf caddie, which afforded him the opportunity to become an Evans Scholar and graduate from the University of Colorado with film and finance degrees. Lotem serves as an extension of our team and is responsible for investment research, brokerage operations and reporting, along with investment-related client communications. In his free time, Lotem enjoys reading about the economy, hiking, golfing and being overly critical about new films he watches.



Jeffrey Solomonson, MBA, LUTCF®, FIC

Associate

CA Insurance Lic. #0112275

Jeff serves on the board of Habitat for Humanity and Lutheran Family Services of Jeff has served as a Thrivent financial professional since 1998 and is passionate about helping people achieve their financial goals. He enjoys working with like-minded individuals who are charitably inclined and want to make a lasting difference in their communities.

Now a full-time Durango resident, Jeff loves exploring everything the area has to offer. He looks forward to spending time on the trails, enjoying the pickleball courts, and fitting in plenty of golf in beautiful Durango. Jeff is a proud father of two children, Zach and Hunter, and grandfather to Bentley and Cooper.



Keith Payden, MBA, FIC

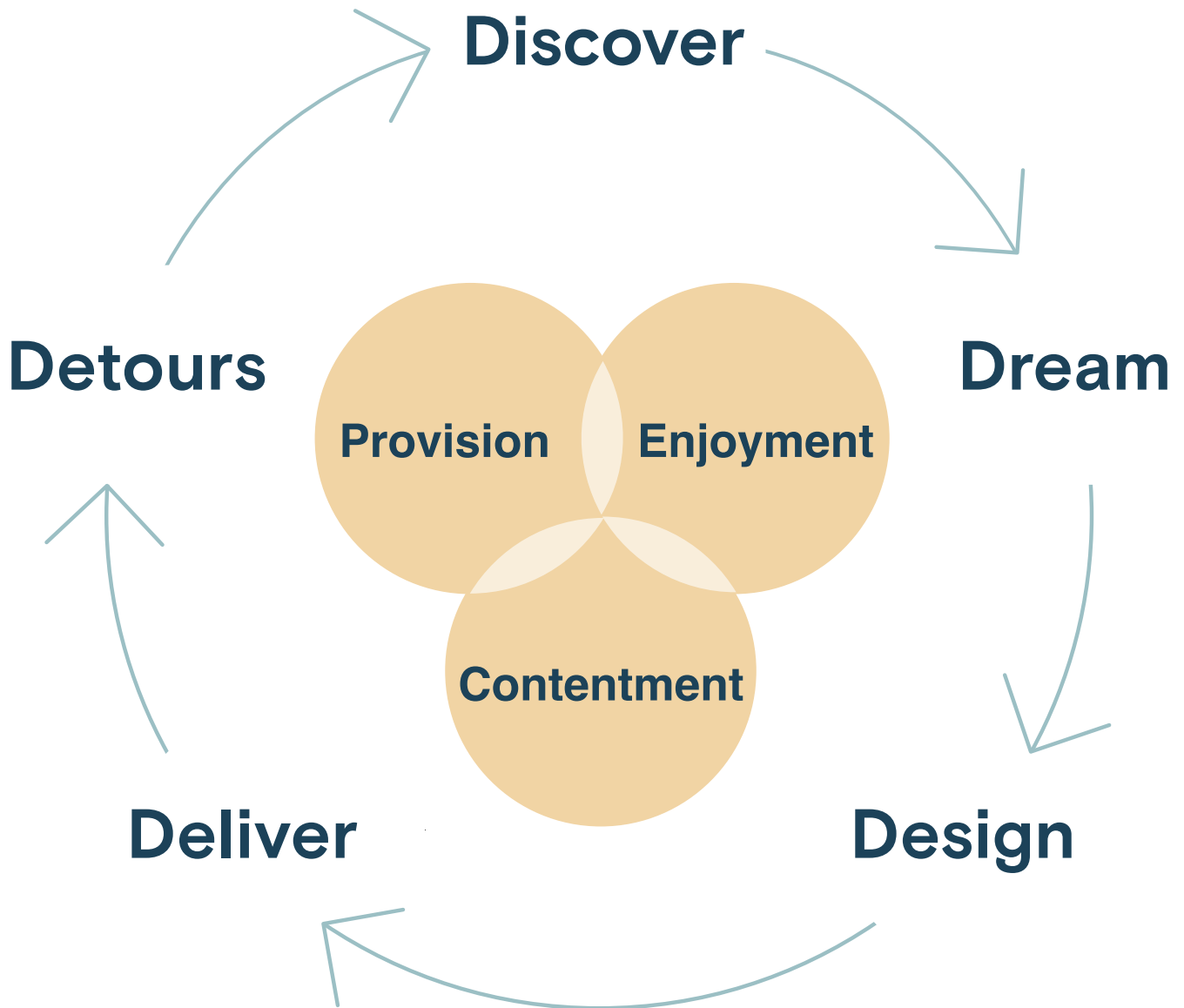
Associate

For Keith, this could be considered a third career and one in which he feels he has found his true passion. With a bachelor's degree in mathematics and computer science, and an MBA and advanced studies from Harvard, Keith had a career as an executive in the technology industry and a brief sojourn in politics in his native state of Minnesota. He brings his years of experience in planning and finance to help clients visualize and achieve their goals. He views it as a privilege to work in this industry within a practice with sincere values and a commitment to serve.

Keith and his wife, Mary, live in Durango. They have one son, Matt, who lives in Minnesota. He helps lead our practice in the Four Corners with an office in Durango. When not serving our clients, you may find him on the golf course.

Our advisory process

Each step of the Purpose Driven Wealth Advice Path takes you closer to discovering and achieving your goals and achievements; living a life of provision, contentment and enjoyment.



What you can expect

We exist to help you achieve financial clarity and navigate the numerous transitions you'll experience throughout your life.

The advice our practice delivers is based on biblical principles and wisdom. We will ask the right questions, share relevant stories, and use simple language as we strive to understand you, first and foremost. We believe listening, teaching and coaching are critical as we guide you through your life journey.

Strong and stable

For over 120 years, Thrivent has helped people build their financial futures and live more generous lives. Today, we're a Fortune 500 company, offering a full range of expert financial solutions, serving more than 2.4 million clients, as well as the communities in which they live and work.



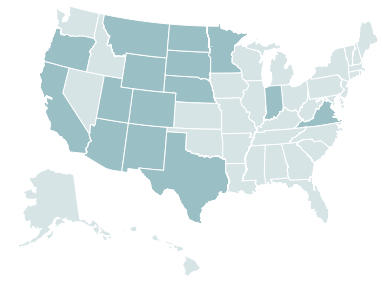
\$194 billion
assets under
management/
advisement*



*Thrivent was named one of
the "World's Most Ethical
Companies" by the Ethisphere
Institute 14 years in a row.*



More than
120 years of
service to our
clients



Our team serves clients nationally and is licensed in:

AZ	MT	SD
CA	ND	TX
CO	NE	UT
IN	NM	VA
MN	OR	WY

As of October 2025.

*As of Dec. 31, 2024.

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Not all team members can provide all products, programs and services in all states and team members may not office at all of the above addresses.

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