

About Peter Ruh

Background:

- Skier, disruptive technology enthusiast, and complex thinker
- Over 20 years of experience as a Financial Advisor
- Focuses on serving business owners, skiers, and Gen X'ers
- Draws upon a team of experts and extensive resources in developing unique and comprehensive financial plans



Education and Early Career:

- Bachelor of Arts degree in History of Science from Georgetown University
- Traveled the world for three years following graduation before founding a real estate development company in his hometown of Buffalo, New York
- Bought boarded-up houses in blighted neighborhoods, renovated them, and sold or rented the finished product
- Purchased non-performing mortgages from the FDIC and RTC, restructuring them for a profit
- Developed a deep passion for investing that continues to drive him today

Lessons Learned:

- Gained practical knowledge on real estate investments, mortgages, pricing cash flows and assets, tax implications, and operating a small business
- Imbined valuable life lessons during his early years as a real estate investor and work-out specialist
- Equipped with a unique perspective and an informed approach to advising his clients

Career:

- Began his career as a Financial Advisor at AG Edwards
- Followed by 16 years with H & R Block Financial Advisors and Wells Fargo Advisors
- Founded his firm Bluebird Advisory

Values and Causes:

- Committed to supporting two causes close to his heart, the Buffalo, NY-based Children's Scholarship Bison Fund and the Vail-based Colorado Snowsports Museum
- Clients of Bluebird indirectly support these two organizations' missions

Personal Life:

- Married to Susan with two daughters, Sarah and Lucy
- Enjoys chasing snowstorms while letting llamas carry his pack on summer sojourns
- Loves traveling, reading, yard work, and attending concerts at the iconic Red Rocks Amphitheatre
- Top 5 Must-Read Books: Book of Proverbs, Atlas Shrugged, Hamilton, The Fourth Turning, East of Eden