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From the Minneapolis / St. Paul Business Journal:

<https://www.bizjournals.com/twincities/news/2020/02/18/cool-offices-prosperwell-aims-to-ease-client.html>

Cool Offices: Prosperwell aims to ease client stress with lodge-like office

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Do you work in a Twin Cities-area Cool Office? If so, send 12-16 high-resolution photos (Dropbox is best for easy sharing) and a description of the space including its location, size, use, features, technology, employee count, designer and builder to Kim Johnson (kkj@bizjournals.com) for consideration.



STEPHEN VOEGELI, STEPHEN VOEGELI PHOTOGRAPHY

Putting your financial plan together near the fireplace. Discussing IRAs at the wine bar. Talking about finances isn't usually luxurious. But at Prosperwell Financial's new office space, it can be.

Prosperwell moved into the Minnetonka building last year, making major renovations. The goal was to create a low-stress environment for financial discussions, according to Stephany Eaton of PureAlchemy Design. "When you're going in to talk about your financial, personal information. That's already awkward," she said. "So to be in an environment that's welcoming, that really sets everyone at ease."

Now updated, the office has the atmosphere of an intimate lodge. Spread throughout the office are bars for wine and coffee, a fitness center, fireplace, and several cozy places to relax. Smooth wood flooring and reflective tile accents maintain the homey aesthetic while large interior windows keep the space bright. The trademark Prosperwell blue is stretched across a few ceilings and walls.

"The palette itself is extremely welcoming, but we added that energy of the Prosperwell deep blue," said Eaton. "People just love it. They are excited to be in the space because it's something so out of the norm."

Prosperwell's CEO Nicole Middendorf said the welcoming design can help relax clients during what can seem a stressful exercise. "There have been many people that have said they don't want to go and see their financial adviser because it is so intimidating," she said. "I wanted people to walk in and have the feeling like they are going to the spa, but yet it's very professional."

Middendorf's office has a fireplace beneath a high vaulted ceiling — a big change from her old offices in Plymouth, which she said had a generic, financial-firm design.

Now that she has experienced an enormous upgrade, she said she won't take it for granted. "I want people to, yes, work hard. But also have that overall [feeling of] you love where you work, you love what you do, you love helping people," she said.

Middendorf said that more updates to the space are coming, especially to outdoor areas. This summer, the firm plans to add a patio, grill and bar space and a waterfall.

Business: Prosperwell Financial is a wealth management firm.

Top executive: Nicole Middendorf, CEO

Employees in the office: 8

Building info: Built in 1984 and was home to Naegele Outdoor Advertising for many years.

Address: 4300 Baker Road, Minnetonka, MN 55343

Office opened: New office opened fall of 2019

Size: ~6,700 SF

Floors: Two Floors with Finished Basement

General contractor: Lance Elliot, Elliot Design Build

Architect/Space designer: Stephany Eaton, PureAlchemy Design

Zekriah Chaudhry

Staff writer

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