

# STIFEL | Consulting Services Group

Few things are as important to your future as accumulating, growing, and preserving wealth. As an investor, you're faced with an uncertain and volatile financial marketplace further complicated by the wide array of investment options available to you. You know that proper planning and discipline can help you work toward financial independence and provide security for your heirs, but developing a sound strategy and selecting, monitoring, and managing your investments yourself can be an arduous task.

With so much riding on the decisions you make, wouldn't you feel more comfortable utilizing the expertise of professional money management?

Whether you're interested in the services of an investment manager, the simplicity of a professionally managed mutual fund program, or simply objective investment advice, Stifel's Consulting Services Group, working in conjunction with your Financial Advisor, can develop a customized strategy to meet your needs.

## **Who We Are**

The Consulting Services Group is a specialized business unit within Stifel dedicated to the objective promotion of investment advisory programs throughout the Stifel footprint. We work as fiduciary intermediaries between Stifel Financial Advisors and pre-screened money managers to help clients pursue their desired investment objectives by employing the consultative advisory process.

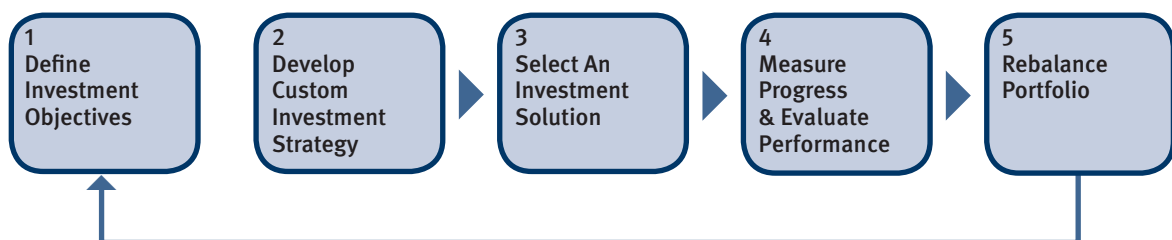
## **Investment Advisory vs. Investment Brokerage**

Registered investment advisors, like the Consulting Services Group, are regulated by the Securities and Exchange Commission and held to a higher "fiduciary" standard than broker-dealers. As fiduciaries, we are committed to putting our clients' interests ahead of our own and must disclose any potential conflicts of interest that may exist. Stifel advisory programs generally charge an asset-based fee rather than commission on transactions. As a result, you know up front the cost of Stifel advisory services provided — putting client and firm on the same side of the table.

## **Our Consultative Advisory Process**

Our consultative advisory process simplifies investing and strengthens the partnership between you and your Financial Advisor. We have designed this process so that the specific investment decisions you make support your long-term goals. The steps below will enable you to lay a solid foundation, implement your plan, and monitor your progress.

### **The five-step consultative advisory process**



## **Defining Your Investment Needs, Goals, and Risk Tolerance**

The road to attaining your long-term investment goals should begin with the identification of your objectives and a commitment to strategies designed to meet your specific needs. With the assistance of your Stifel Financial Advisor, you will complete a confidential assessment questionnaire, which will enable you to describe factors that are unique to your particular situation. Through this process, we can help you to develop a statement of objectives and provide you with an asset allocation recommendation that matches your investment goals and risk tolerance, time horizon, and liquidity needs.

## Developing a Custom Investment Strategy Designed to Meet Your Investment Objectives

As an investor, you have a wide range of investments from which to choose. Each type of investment offers a different level of risk and potential return. While diversification does not ensure a profit or protect against loss, the history of capital markets shows that combining certain types of investments can potentially enhance returns and reduce portfolio risk. This is due to the fact that adequate diversification within and among different types of investments reduces the effect that any one individual investment or type of investment can have on the total portfolio.

Based on the information you provide, Stifel's Consulting Services professionals will work with you through your Financial Advisor to develop a custom investment strategy for you. Typical portfolio considerations include a mix of stocks (domestic and international), bonds (government, corporate, and municipal), and cash equivalents, and will incorporate the investing style or styles most appropriate for your unique financial situation.

## Selecting an Investment Program

***Our Consulting Services Group has assembled a wide array of investment programs, including institutional-caliber money managers and mutual funds available on a discretionary or non-discretionary basis, ensuring that the program you choose will possess the unique investment style or methodology that reflects your attitude and philosophy.***

Your Stifel Financial Advisor will provide you with a program that appears compatible with your investment objectives. Through this process, we act as your personal consultant and assist you in selecting an investment program that is right for you.

## Measuring Progress and Evaluating Performance

Systematic, ongoing monitoring of your portfolio's progress is another valuable component of Stifel's consulting services process.

On a quarterly basis, we will provide you with a performance report that you and your Financial Advisor can review to monitor your portfolio's performance. Written confirmations will notify you of any and all trading activity taking place in your account. On a monthly basis, Stifel brokerage statements will identify and update all contributions, disbursements, dividends, interest earned, purchases, sales, and total value of your portfolio. In addition, Stifel will provide you with a detailed year-end capital gains and losses report (realized and unrealized) to help you with tax planning and preparation.

Your Stifel Financial Advisor is readily available to assist you in analyzing your quarterly performance report, answer any questions you may have, help you take action when necessary, and most of all, guide you toward your long-term goals.

## Rebalancing Your Portfolio

Periodic rebalancing of your portfolio is an integral part of the process. Since over time, a portfolio's asset allocation can deviate from its target asset allocation, rebalancing is used to return the weightings of the assets in your portfolio back in line with the target allocation.

Over time, the asset weightings in your portfolio may deviate from their original allocation. If left unchecked, certain assets may become underweighted or overweighted, making your portfolio too risky or too conservative.

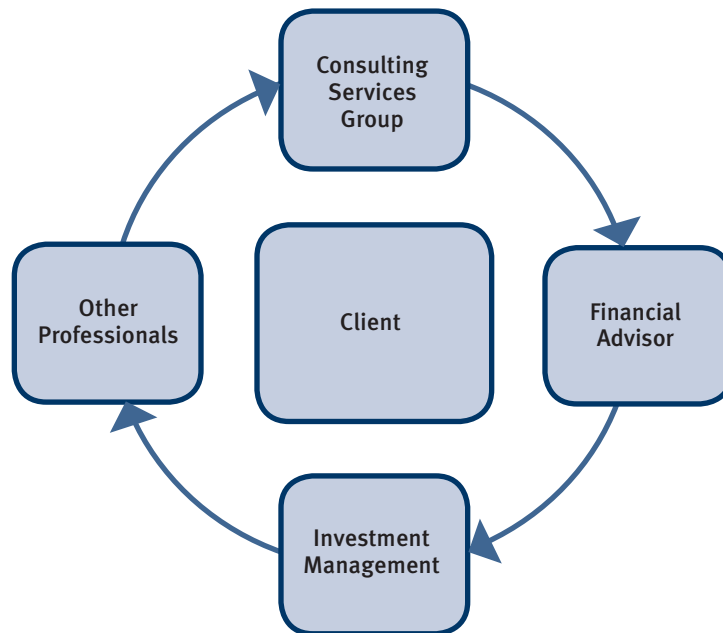
Rebalancing not only helps to control risk but can also enhance performance through the active management of transferring funds between underperforming and overperforming asset classes. Since rebalancing may have tax consequences, you should consult with your tax advisor regarding your particular situation.

### ***The Consultative Advisory Relationship***

The Consulting Services Group's highly skilled professionals possess the expertise and resources to support the investment advisory relationship by providing tailored investment strategies, due diligence, and oversight of the asset management process.

Through careful analysis of asset allocation, performance monitoring and reporting, and asset rebalancing, the Group works with your Stifel Financial Advisor to help ensure that your investment needs are being met. We can also work in conjunction with your other advisors, such as accountants and attorneys, to form an integrated approach to working toward your financial goals.

#### **The consultative advisory relationship**



### **About Stifel**

At Stifel, we have established ourselves as one of the nation's premier brokerage and investment banking firms. With more than 350 offices in 45 states and the District of Columbia, our philosophy on investing is grounded on a more than century-old tradition of trust, understanding, and solid, studied advice. Established in 1890, our company provides a broad range of financial services designed to meet the varied needs of today's investor.

We are committed to helping our clients pursue their financial goals by developing strong individual relationships that stand the test of time. Our Financial Advisors are dedicated to providing a personal approach, finding the best solutions to our clients' financial needs by offering value-added services and putting their best interests first.

Visit our web site at [www.stifel.com](http://www.stifel.com) to learn more.

*The fee-based programs available through the Stifel Consulting Services Group require a minimum investment which varies by program. There are special considerations with international investing, including the risk of currency fluctuations and political and economic events. When investing in bonds, it is important to note that as interest rates rise, bond prices will fall. Ask your Stifel Financial Advisor for a Disclosure Brochure which outlines the fees, services, exclusions, and disclosures associated with the programs. You should consider all terms and conditions before deciding whether fee-based investing is appropriate for your needs.*