

# Investment Advisory Services



Achieving financial success can be a complex and confusing process to even the most experienced investor, one that requires a significant amount of time, knowledge and resources. Many affluent investors demand a different investment approach, one that elevates their portfolio beyond one-dimensional strategies and leverages the expertise of skilled professional investment managers.

Shoemaker Financial offers this kind of approach. Our services are designed to protect and enhance your wealth, with an excellent level of personalized service. Working with us, you gain access to a quality roster of independent investment managers who offer a variety of investment philosophies, styles and areas of expertise.

What distinguishes our program is its personal emphasis. It is built around you-your goals, time frame and tolerance for risk. As your needs change, our ongoing management process helps ensure that your investment portfolio evolves with you. The result is a well-tuned asset management process designed to respond to your individual needs while also responding to the dynamics of the capital markets.

## *Shoemaker Financial's Investment management process includes the following:*

### **1. An Investment approach based on objectivity**

- We use models based on asset allocation principals developed from Modern Portfolio Theory, a Nobel Prize-winning economic theory that has been applied specifically to portfolio construction. In short, our portfolios seek to optimize return for a given level of risk.
- We “manage the managers” and our objective is to find “best in class” managers within each category. We monitor our list of managers continuously on behalf of our clients.
- We select managers based upon a thorough qualitative and quantitative analysis of the manager's approach.

### **2. A Transparent fee structure aligned with the client's interest**

- We charge an annual fee based on the value of assets in a portfolio.
- We receive no other compensation other than the fees that we charge.

### **3. A Team of experienced professionals with significant expertise in investment management**

- Your Shoemaker Financial financial advisor will act as your primary contact. He or she will assist with establishing your investment objectives, coordinates the portfolio, providing ongoing portfolio evaluation and arranging meetings with other members of the team, including Investment Managers, Chartered Financial Analysts and senior professionals from Shoemaker Financial. This dedicated investment team works together with you to efficiently work toward your investment goals according to your wishes.

### **4. An Investment process designed to provide exceptional service to our clients**

- Getting to know the client - Our approach is built upon a deep understanding of our clients - their needs, their concerns, their goals and their dreams.
- Building a Portfolio (Proposal) - Once the client's needs are well understood and documented, we can recommend a portfolio for the client which matches their individual needs.
- Implementation - Assuming the recommended portfolio that we build is consistent with the client's goals, and with the client's approval we implement the portfolio. We will continually monitor the portfolio through our management process. We also continue to stay in touch with our clients to ensure that we are staying on top of changing conditions in their lives.
- Ongoing Management - We schedule periodic reviews for each and every one of our clients to: (1) rebalance positions to the client's individualized asset allocation targets; (2) recommend changes to positions as required; and (3) adjust the portfolios based upon changes in the client's circumstances.

In today's complex world of investment opportunities, most investors find it difficult to develop and implement an investment strategy on their own. As experienced investment professionals, Shoemaker Financial is committed to understanding your unique needs, and providing the time and resources to formulate a prudent investment strategy to help protect and grow your wealth.

To learn more about our Investment Advisory Services, contact a Shoemaker Financial professional today.

