

# Bailard Advisory Service



**BAILARD ADVISORY SERVICE OFFERS INVESTORS A COMPREHENSIVE SOLUTION TO PORTFOLIO MANAGEMENT THROUGH AN ACTIVELY MANAGED GLOBAL ASSET ALLOCATION STRATEGY.**

## **THE OPPORTUNITY**

Over the past four decades, Bailard has been advising and helping families tackle many complicated issues surrounding wealth, legacy, and philanthropy in an ever changing investment arena. Our Advisory Service has evolved as our clients' needs have developed. We take our cues from you and develop a working plan that fits your goals and objectives. We are very proud of the business we have built, the family we employ and the clients we serve. The goal of our wealth management service is to build relationships that will endure over multiple generations.

Our seasoned investment counselors have a broad range of experience addressing tax, estate planning and insurance issues. While we are not tax or legal advisors, we can help you identify potential strategies and spot financial planning issues. We welcome the

opportunity to work together with you and your other advisors as a team to serve the needs of your family. This may include detailed quarterly reporting, financial planning projects, coordination with your family office and other advisors, as well as meetings as directed by you.

## **THE STRATEGY**

Communication is the first step in engineering a portfolio with Bailard. We listen closely as you articulate your financial objectives and help you to develop a long-term strategic plan. In addition, we consider your risk tolerance and return expectations while addressing tax implications, liquidity constraints, as well as any unique circumstances that may affect the composition of your asset mix. Whether your goal is capital preservation or aggressive wealth generation, we apply our professionalism and rigorous discipline to structure

your portfolio to help you accomplish your specific objectives.

## **THE PERFECT PORTFOLIO**

At Bailard, it is our mission to pursue the perfect portfolio for every investor - one that optimizes the tradeoff between risk/return. It is this pursuit that constantly challenges us to embrace innovation and selectively engage risk on your behalf. A portfolio may include a mix of traditional assets (core U.S. stocks and bonds), as well as more specialized components such as international stocks, small-cap value stocks, growth stocks, commercial real estate, and alternative investments. Again, tax issues as well as risk tolerance are considered in building your portfolio. As active managers, we make strategic shifts in your asset allocation in response to changing economic and market conditions.

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## IS BAILARD ADVISORY SERVICE RIGHT FOR YOU?

Our wealth advisory service may be appropriate for investors who:

- **Value confidentiality and relationships built on trust.** Our clients regularly tell us how much they appreciate the relationship they have with our firm, one which is built on a strong foundation of trust and the dependability of our service.
- **Lack the time or expertise to directly manage their portfolios.** We partner with you to relieve the stress of managing your own investments. We put our years of experience to work for you and give you the comfort of knowing that the decisions we're making are designed to advance your financial goals.
- **Are building an investment foundation.** You may have just retired, sold a business, divested a concentrated stock position,

come into an inheritance, been widowed or divorced, or simply decided that it is time to implement a long-term investment plan. Bailard's approach can help you establish a stable asset base and a strategy that is aligned with your specific investment objectives.

- **Seek both asset protection and growth.** We structure portfolios to seek reliable performance in all market conditions. Our disciplined methodology for engaging and managing risk seeks to maximize return while reducing volatility.
- **Have an ineffective asset allocation.** Your portfolio may be overweight or underweight certain asset classes or stock positions, even if invested in mutual funds. Bailard's centralized investment process can address these redundancies and inefficiencies by crafting a well diversified investment portfolio for you.

## WHY BAILARD?

Ever since we opened our doors in 1969, we've been seeking innovative ways to build wealth and generate solid results for our clients. We take great pride in Bailard's history of quality client service and high standards of integrity. It has resulted in an extraordinary client retention rate, with some relationships spanning four generations. In fact, our clients are our best sales people - by referring new clients to us. As a Bailard Advisory Service client, you can depend on us to help coordinate many aspects of your financial life, so that you can relax and go about doing what you enjoy most. We invite you to talk to us and to talk to our clients; we are confident you will like what you hear.

## RISKS

There are risks involved in investing, including the risks that the market value of your investments will fluctuate as

the stock and bond markets fluctuate and the risk that our asset allocation decisions may sometimes be incorrect. Alternative investments are not appropriate for all investors. There can be no assurance that Bailard will achieve its investment objectives.

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## BAILARD ADVISORY SERVICE MINIMUM

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**Investment Minimum:** \$5.0 million

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For more information, please call 800.BAILARD (800.224.5273) or visit [www.bailard.com](http://www.bailard.com).

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