



Your Financial Life Advocate.



## Institutional Asset Management

## Managing an endowment is a heavy responsibility. We can lighten the load.

*At Plancorp, we understand the high expectations placed upon you as a trustee in fulfilling your fiduciary responsibilities. Here's how Plancorp works side by side with trustees to make their job easier.*

### How is investing as a trustee different than investing as an individual?

When you invest as an individual, you're investing your own money. Consequently, you have the freedom to assume as much, or as little, risk as you like. Individuals investing for themselves often adopt a "traditional Wall Street investing" approach, buying or selling based on "tips," in pursuit of short-term gains.

Investing as a trustee of an endowment, however, requires a new set of glasses. You're managing someone else's money and you are responsible for the long-term fiscal health of the organization. Plancorp's institutional investment philosophy aligns with the goal of long-term growth within an acceptable level of risk. Our investment strategies are anchored in academic-based research—decades-long studies of asset class performance data conducted by universities and Nobel Prize-winning economists, not stock picking.

#### ➤ Bottom line:

- Investment committees that manage their endowment funds through a traditional Wall Street investing approach may be taking on more risk than they realize.
- Our clients follow an evidence-based investing approach, with the objective of maximizing long-term returns within acceptable risk parameters.

### Aren't all asset management firms legally required to act in the best interest of their clients?

No. Only firms that are investment advisors and fiduciaries are required by law to act in the best interest of their clients. The broker/dealer you're using for your investments may not be a fiduciary. Plancorp is not only a fiduciary, but a CEFEX®-certified fiduciary, which requires adherence to a rigorous set of best business practices. In fact, we were the first firm in Missouri—and one of the first in the country—to receive this certification in 2007. We have earned it every year since via an annual audit.



#### ➤ Bottom line:

- Because brokers/dealers often sell their own financial "products," and because their compensation is tied to commissions, their recommendations may not be free from conflicts of interest.
- Plancorp's compensation is derived strictly from the fees paid by our clients. We answer only to them.

### Isn't performance really the only thing that matters?

Performance is everything—your institution depends on it. And we're proud to share our track record. But in addition to investment performance, Plancorp believes in enhancing the process trustees follow. Even if you don't come from a financial background, we will educate you every step of the way so that you can be confident you are living up to your legal fiduciary requirements.

#### ➤ Bottom line:

- All firms report the numbers.
- Plancorp gives you the reasons behind the numbers so that you, as an investment steward, can feel secure in the knowledge that you are fulfilling your fiduciary responsibility.



**At Plancorp, advocacy means more than simply outlining a financial plan or asset allocation.** It means partnering with our clients, building relationships and infallibly placing their interests ahead of our own.

That's been our philosophy since we opened in 1983, and the sentiment still drives every decision we make. After more than three decades of helping individuals, families and business owners plan for financial independence, our commitment to serving as financial life advocates is stronger than ever. We have no commissions, no hidden fees and no hidden agendas.

In order to partner with you in all aspects of your financial life, Plancorp specializes in four areas of expertise:

- » Financial Planning and Wealth Management
- » Retirement Plan Advisors
- » Exit Strategy Advisors
- » Institutional Asset Management

Contact us to learn more about our unique approach or to schedule a complimentary, no-obligation meeting.



**Charley Meyer**  
Office: 636.532.7824  
charley@plancorp.com  
75 West Lockwood Ave.  
Suite 200  
St. Louis, Missouri 63119  
Plancorp.com