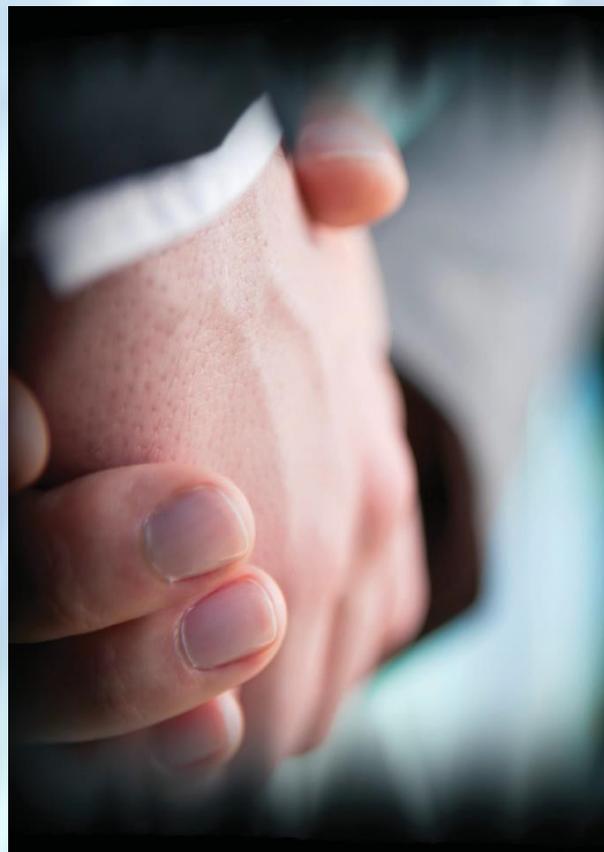


A man in a dark blue suit and red tie is pointing his right index finger towards a glowing white line graph that trends upwards. The background is a blurred office setting with windows.

**FIRST TRUST** SM



[www.FinancialTeam.com](http://www.FinancialTeam.com)

*When it's important to get from here*



— PRIVATE —  
**WEALTH**  
— MANAGEMENT —



Wealth  
Management



Investment  
Services



Trusts  
& Estates



*... to there.*

Often Imitated. Rarely duplicated.  
And not available at the local bank or brokerage.



### **True Objectivity**

**We don't represent a financial institution. We represent our clients.**

Our loyalties are never divided by a corporate profit agenda, our judgment is never clouded by a commission or sales incentive, and we are held accountable under both state and federal law to serve the best interests of our clients.



### **True Independence**

**We aren't limited to one institution's investments. We can pick & choose from all of them.**

We can select the best investment, lending and service offerings from anywhere, and consolidate them for each client into a centralized dashboard with secure, 24/7 access.



### **True Expertise**

**We don't just give financial opinions. We deliver the consensus of a FinancialTeam of experts.**

Each of our Wealth Managers, Investment Specialists, Tax and Estate Advisors is an experienced veteran in his/her respective field, and supported by a Service Team that has worked together at FirsTrust for almost 20 years.



# fee-only

As opposed to "fee-based": fee-only advisors eliminate financial conflicts of interest by refusing to accept commissions and sales incentives from the financial products and investments they recommend.

Among the thousands of Advisors who charge fees,

less than 5%

... are **Fee-Only** advisors whose paycheck never depends upon what you invest in.

NAPFA (National Association of Personal Financial Advisors)

## BUYER BEWARE

"Financial companies often pay advisers more to promote certain products rather than to recommend what is best for their customers. That incentive creates what is known as a conflict of interest. And conflicts of interests sometimes can cause advisers to give bad advice."

US Dept. of Labor - 2017

# fi·du·ci·ar·y

(USLegal.com) A fiduciary duty is an obligation to act in the best interest of another party whenever the relationship involves a reliance on the fiduciary to exercise his discretion or expertise in acting for the client. The law forbids the fiduciary from acting in any manner adverse or contrary to the interests of the client, or from acting for his own benefit in relation to the subject matter.

## **Disintermediate Unnecessary Parties**

**We believe** an "Advisor" should proactively serve as your advocate in the financial service industry, guiding you past any unnecessary middlemen and layers of sales expenses.

## **Demonstrate Competence**

**We believe** a professional "Advisor" should be highly educated and experienced, with verifiable references from satisfied clients and recommendations from unaffiliated CPAs and attorneys.

## **Eliminate Conflicts of Interest**

**We believe** an "Advisor" should not just disclose, but seek to eliminate, any financial interest that conflicts with clients.

## **Deliver Globally Competitive Choices**

**We believe** an "Advisor" should be free to evaluate investment offerings across the globe and bring competitive options to the table from multiple institutions.

## **Reject the Lure of Third Party Influence**

**We believe** an "Advisor" who claims true objectivity shouldn't even have a license to receive commissions or sales incentives.

## **Collaborate Among Other Experts**

**We believe** an "Advisor" should collaborate with other experts to provide clients an expert consensus and not just an opinion.

## **Maintain Complete Independence**

**We believe** an "Advisor" should have the support of a reputable company whose structure doesn't reward employees to climb the corporate ladder at the client's expense.

**Our Mission**  
**is to**  
**exceed**  
**what people**  
**expect**  
**from a**  
**FIDUCIARY**



FirsTrust subscribes to Best Practices: A Professional Code of Conduct, developed by the Institute for the Fiduciary Standard, a nonprofit created to help investors know what they should expect from a fiduciary advisor.

# Your Private Wealth Financial Team



Experts at navigating the same paths you are travelling today.

Accurate  
Data Analysis



Collaborative  
Decision-making



Competent  
Implementation



Management  
& Monitoring

## Personal Financial Website

- Account Aggregation
- Prioritized Goal Setting
- Financial Statements
- Account Balances
- Investment Tracker
- Position Details
- Performance Analytics
- Estate Data Organizer
- Secured Document Vault
- 24/7 Web & Mobile Access
- Collaborative Data Sharing

## Tax Management

- Tax Deferral & Reduction Plan
- IRA Stretch-Out Analysis
- Asset Cost Basis Tracking

## Financial Planning

- Prioritized Goal Planning
- Retirement Planning
- Cash Flow Management
- Education Fund Planning
- IRA Distribution Planning
- Social Security Optimization
- Insurance Needs Analysis

## Estate Planning

- Family Legacy Planning
- Estate Tax Reduction Analysis
- Advanced Estate Plan Design
- Multi-Generational Transfers
- Business Owner Strategies
- Foundations & Stewardship
- Tactical Asset Protection
- Offshore Trusts & Entities

## Investment Management

- Risk / Return Analysis
- Portfolio Risk Alignment
- Regular Collaboration
- Tax Gain / Loss Harvesting
- Research & Analysis
- Asset Allocation Design
- Income Production Strategies
- Investment Policy Statement
- Portfolio Implementation
- Transaction Management
- Quarterly Performance Reports
- Customized Benchmarking
- Custodian Management
- Tax Efficiency Strategies



## Bring All The Pieces Together With Your Personal Financial Website

Comprehensive, accurate data leads to making more fully-informed choices, and there's no better way to begin your relationship with FirsTrust than by establishing your own Personal Financial Website; a centralized dashboard with up-to-date information from all your financial accounts wherever they are, an unlimited document web-vault, and valuable analytical tools, all in one secured platform and accessible online, 24/7.

### Education Center

Your own library of videos, articles and resources to increase your financial acumen

### Financial Workshops

See if you're on target to reach your financial goals

### Account Links

Connect all your accounts, wherever they may be held, for a consolidated view

### Updated Net Worth

See the current net worth of everything you own, updated daily.

### Track Spending

Know how much you're spending and where.

### Cash Management

Set parameters to guide your savings goals

### Private Document Vault

- Wills & trusts
- Medical directives
- Social Security information
- Tax returns
- Passports
- Power of Attorney
- Property deeds
- Insurance policies
- Personal memorandums
- Business agreements
- Financial statements
- Performance Reports
- Transaction Reports
- Banking records
- Loan documents

...all in one place, safe and secured, accessible to you and your permitted viewers, and available anywhere, 24/7.

### Investments

Interactive charts and detailed views provide you with increased visibility into your investment accounts





Wealth Management is more comprehensive, detail-oriented, and customized than other financial services. And, when done right, we believe it makes a positive difference in the life of every client.

### **RISK MANAGEMENT**

The conversation of "risk" at many financial companies results in an insurance policy or annuity. At FirstTrust, we see risk as an actual issue, not a sales opportunity, and lend an unbiased evaluation and professional perspective to the subject from many critical angles:

- |  |  |
|--|--|
| premature death                                  | extended illness or disability                 |
| loss of employment                               | unexpectedly high inflation during retirement  |
| loss of a home or business                       | inner-family conflicts over inherited property |
| higher-than-expected future tax rates            | unwittingly creating trust-fund babies         |
| low interest rates during retirement             | illiquidity during a cash requirement          |
| exposure to an economic disruption               | having all of your assets in one basket        |
| threat to the continuity of your family business | loss to divorcing spouses or in-laws           |
| responsibility to care for an elderly parent     | frivolous, intrusive or expensive legal battle |
| an extended period of low investment returns     | hack or breach into your financial records     |

These are everyday issues for families that never had any reason to expect them; and that's why you should have an independent, professional risk assessment *before* they become an issue for your family.

### **CASH MANAGEMENT**

Our clients tell us some of their greatest concerns surround cash management. Above all else, they want to make sure their money doesn't run out before they do. A core component of each client's financial plan is a series of income projections, generated in a variety of what-if scenarios to "stress-test" the ability of their resources to generate cash flow under multiple scenarios and over different periods of time.

Our clients also want to be tax-efficient, and a big part of our job is "sourcing" their spendable income from various accounts in a manner that generates the least amount of tax burden.

Over time, the efficiency analysis continues. Should your income come from investments that produce dividends and interest, or is there a more tax-efficient way to generate cash flow? Should you defer withdrawals from your IRA or retirement account? Can your income be derived from capital gains at a lower tax rate? And what about tax-free options?

You can count on your FinancialTeam experts for the unbiased answers.

## RETIREMENT PLANNING

Most financial professionals get paid when you make an election to “roll-over” your retirement accounts; so, who is going to advise you when NOT to? Several tax planning, early-access, investment posturing and/or asset protection opportunities will be lost once you make this election, and Florida is swamped with Senior Citizens whose retirement years are less than golden because they relied on bad advice and oversold products.

It is absolutely critical that the decisions you make while planning for retirement, approaching retirement, and during retirement, are made with extreme competence, unconflicted objectivity, and guided by a professional with true expertise in this field.

Planning for retirement begins with accurate income & expense data, and detailed calculations to determine the amount of net spendable income you can expect, when you can begin receiving it, and what-if scenarios that account for variables such as inflation, taxes, lifestyle conditions, future medical expenses and potential elder care.

When approaching retirement, it is important to adjust the risk exposures in your investment portfolio and make sure no last-minute market fluctuations send you back to the drawing board. And during retirement the focus should shift toward deriving cash flow with the least income tax consequence, managing the risk of loss, designating the right beneficiaries and integrating retirement accounts into your estate plan.

## TAX PLANNING

It's more than just a year-end exercise. Tax laws are forever changing, and tax planning opportunities are always evolving, so tax evaluations take place constantly. It's a core discipline that we apply to every aspect of wealth management.

Do you know if part of your 401(k) plan might qualify for lower long-term capital gains treatment?

Are you managing tax-deductible investment losses to help offset taxable IRA distributions?

Do you know how your business can benefit from the new 20% income deduction?

Are you sure your investment purchases and sales comply with the wash sale rules?

Should you operate your company as a corporation, partnership, S-corp, or LLC?

Should your company distribute earnings, defer to next year, or reinvest back into the business?

What are the pros and cons of gifting to children?

How can you maximize the deduction for charitable contributions?





A disciplined investment management process can customize a portfolio to achieve your specific objectives over your specific timelines.

### Assess Goals & Risk

Investment goals can never be met if they are never measured; so the first step of the process is to articulate your goals and understand the level of risk necessary to achieve them.

We do this for each client by performing a **Time Value of Money** calculation, which identifies the exact **Target Rate of Return** necessary to accumulate the desired **Future Value** of your invested funds over your specific **Time Horizon**.

While the Time Value of Money mathematical equation is precise, reliable and consistent, investment markets and human behavior are not. That's why it is imperative to have a good plan, and stick with it, to avoid the common pitfalls:

#### Irrelevant Comparisons:

The success of your investment strategy should be measured by how well the portfolio achieves your **Target Rate of Return** over time; not the stock indexes, a bragging neighbor, or the "smart sounding" pundits on TV.

#### Emotion-Driven Investing:

Nobody likes to see account values decline, and many investors unintentionally prevent their investment strategy from maturing into its **Future Value** by reacting impulsively at the worst possible times; selling what they should probably be buying, and chasing what they should probably be avoiding.

#### Seeking Maximum Return:

Pursuing higher returns comes with the increased potential of higher losses. Why would you risk driving 100 miles per hour to your destination if you have plenty of time to get there? It's similarly important to align your investment strategy and risk with the **Time Horizon** of your goals.

### Investment Policy Statement (IPS)

With your goals understood and risk identified, we work with you to craft a construction blueprint called an Investment Policy Statement (IPS).

Your IPS spells out how investment decisions will be made for your portfolio including return expectations, income requirements, risk tolerances, and time horizons; all tempered with any other criteria important to you as we set out to achieve your financial objectives.

Each client's investment portfolio is crafted from the knowledge and expertise of our collaborative Investment Committee and implemented through some of the leading asset managers around the world.

### *Structure the Portfolio*

With a hierarchy of your goals, respective timelines and risk tolerances, we have the framework for selecting investments and allocating capital to each objective. As truly independent wealth managers, we can evaluate and select investments from anywhere; not just a company menu of choices that favor the shareholders of a financial institution. And, as true fiduciaries, we can guarantee the impartiality and objectivity of our investment opinions.

#### **Analysis:**

The blended perspectives, approaches and backgrounds of our collaborative Investment Committee decisively minimizes the shortcomings of any single investment approach or analytical tool. The Investment Committee endeavors to continually distill our best ideas and practices down to implementation strategies, asset classes, and eventually specific investment selections for the benefit of all our clients. Each of our Advisors is then empowered to make the granular decisions given each of their client's unique mix of goals and circumstances.

#### **Asset allocation:**

The process of discovering your asset allocation framework is ultimately intended to maximize the probability of achieving your specific goals; so no single approach to asset allocation is appropriate for everyone. Your mix of taxable vs. tax deferred investments, asset classes, amount of funds and cost basis is different than other investors, and so should your asset allocation strategy. Some approaches are more bouncy than others, and returns from some strategies come with longer periods of looking different than everyone else. These asset allocation approaches often lend themselves to pursuing higher returns with an unfortunate tradeoff; the pain of being uncomfortable and sometimes even afraid.

#### **Strategic Asset location:**

Once your portfolio's asset allocation is determined, we seek to improve its tax-efficiency by optimizing the "asset location"; holding more of the income-producing investments inside of retirement accounts to defer the annual income tax bite, and holding growth-oriented investments in taxable accounts where capital-gains tax rates may be timed and managed. This asset-location strategy also considers taxes upon your future spending and any portfolio transitions. By strategically evaluating the "big picture", we can often add significant value without taking additional risk simply by strategically placing assets where various tax-draws can be reduced.

### *Monitor & Report*

FirsTrust employs cutting-edge technologies to collect data from all of your investment holdings, wherever they may be held, aggregate it into one centralized management system and provide you with 24/7 access from a single web-dashboard. We typically provide consolidated quarterly reports to monitor progress towards meeting your goals, evaluate risk levels, and communicate information with you effectively.

### *Review & Adjust The Portfolio*

How is the portfolio tracking against your Target Rate of Return? Are your income needs being met; any upcoming cash requirements? Are your priorities still the same or has life thrown you a curve ball?

Asking the right questions is how we continually review and communicate investment performance through the context of your financial goals.





Some of the most important financial goals  
are often achieved after your lifetime.

We don't sell legal documents or life insurance. Our Trust & Estate specialists employ the latest tools and techniques, along with decades of professional experience, to help our clients objectively evaluate the universe of options available for achieving their specific legacy objectives.

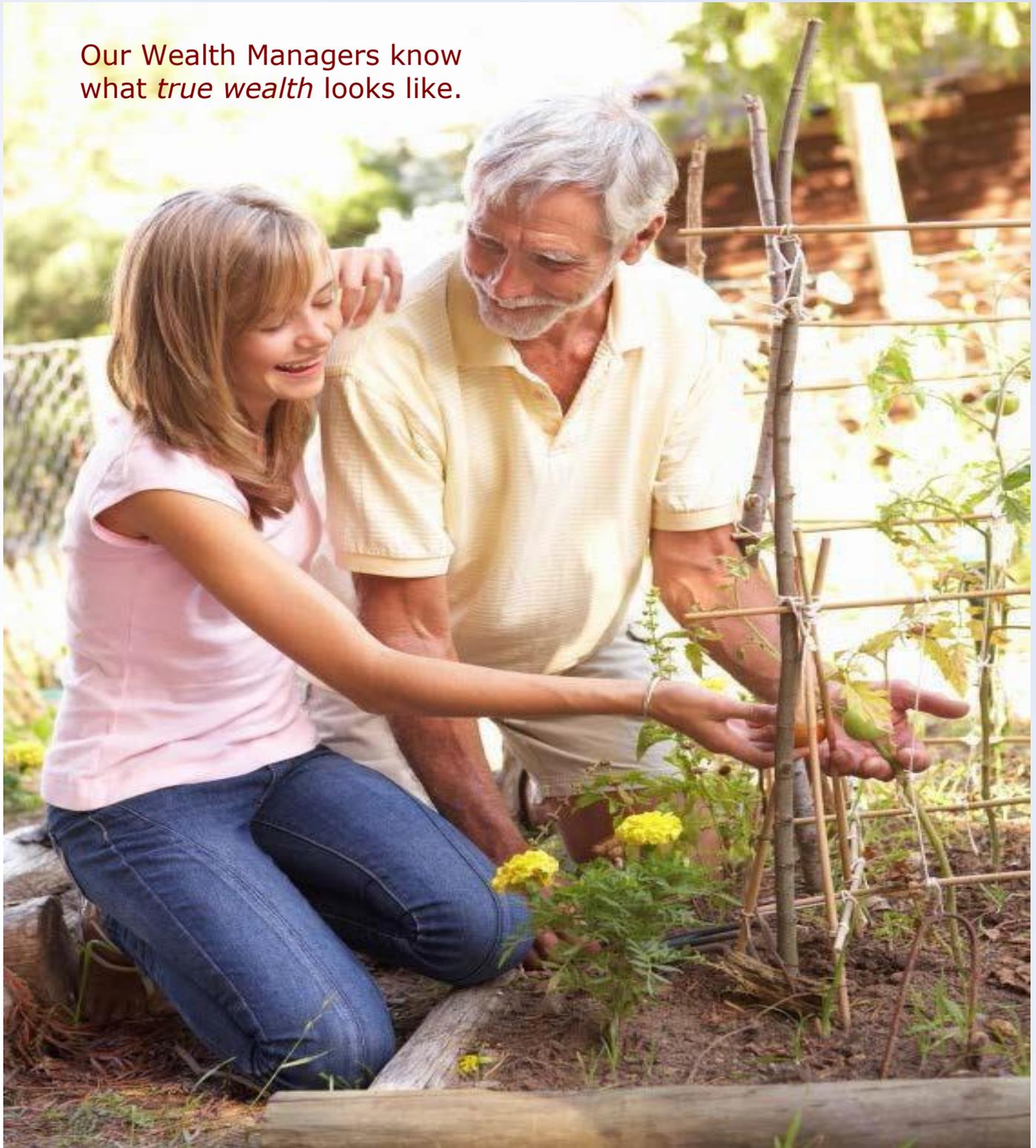
- Create an environment that helps avoid family conflicts after you are gone.
- Alleviate spendthrift concerns by governing access to inherited funds.
- Spare your survivors from probate and other postmortem legal proceedings.
- Provide for professional, un-conflicted, expert management of inherited funds.
- Assure that treasured property remains protected within the family.
- Direct the management, and eventual disposition, of family business interests.
- Ensure a comfortable, and secure, financial future for your surviving spouse and family
- Earmark funds for future college educations.
- Protect your heirs' inherited assets from loss to creditors, predators, and divorces.
- Provide lasting care for loved ones with disabilities or special needs.
- Create lasting charitable endeavor, foundation or endowment.

Today, with over \$11 million of inherited property exempt from the federal gift and estate tax, our experienced estate planning specialists can help focus your attention on some of the non-tax opportunities that are available when planning for the transition and preservation of wealth.

Basic legal documents traditionally include a Will, Living Trust, and Power of Attorney appointments that provide for financial and medical needs in the event of incapacity.

Beyond the basics, however, are countless domestic and international asset protection strategies to guard your families' assets against loss to creditors, predators, lawsuits, and divorcing spouses. And, when creating a trust, LLC, or partnership for these purposes, the world is your oyster; so don't be surprised if the best combination of entities and laws isn't available in your own state of residence. With the proper combination of jurisdiction, entity and strategy, you can ensure the completion of your most important financial objectives after your lifetime:

**Our Wealth Managers know  
what *true wealth* looks like.**





If you want financial expertise,  
choose an actual expert.

If you need broad expertise,  
choose a FinancialTeam of experts.

If you don't need it, don't pay for it.

## Choose Your FinancialTeam

### □ Investment Management \_\_\_\_\_

- **Asset Management:** A credentialed investment expert will synchronize your accounts and design a portfolio to achieve the results you need without the risk exposures and investment expenses that you don't. Your portfolio will then receive ongoing supervision to keep it aligned with your specific objectives and regularly "stress tested" to analyze its potential responses to changing market conditions.
- **Proactive Tax Management:** Taxes can be a significant drag on investment performance. Your FirsTrust advisor knows that simultaneously harvesting capital gains and capturing deductible losses can produce measurable savings when the resulting tax benefit outweighs the overall cost and complies with the IRS "wash sale" rule.

### □ Financial Planning \_\_\_\_\_

- **Risk Management:** An evaluation of your risk exposures can be most valuable when it comes from an experienced Certified Financial Planner® who doesn't sell insurance. It's never too late to evaluate the potential financial impact of premature death, loss of property, threats to a family business, elder care, or an extended period of illness.
- **Cash Management:** Everybody wants to know their money won't run out before they do. A central component of each client's financial plan is a series of what-if scenarios that we perform simulate the ability of their resources to generate cash flow under multiple scenarios and over different periods of time.
- **Retirement Planning:** A properly designed retirement plan can help you enjoy decades of worry-free golden years when you want to, not just if/when you can afford to. Our experienced retirement specialists will help you generate an inflation-adjusted income during retirement, minimize your taxes, fees and expenses, and address the complexities of Social Security, Medicare, health insurance and elder care.

### □ Tax Planning \_\_\_\_\_

- **Tax Management:** Receive an on-going analysis of your strategic planning opportunities in our ever-changing tax code by a professionally accredited tax analyst who will collaborate with your investment advisor, financial planner, and CPA or tax preparer to help minimize your overall tax exposures.

### □ Estate Planning \_\_\_\_\_

- **Lifetime Planning:** Estate planning professionals may give you very different advice depending on how they get paid. At FirsTrust, we don't sell legal documents or life insurance, we don't get paid if you have to go through probate, and we don't want to take control over your trust accounts. Rely on our decades of practical, unbiased, hands-on experience to help codify your wishes for future generations with maximum effect and minimal cost.
- **Post-mortem Estate Transition:** Even in your absence, our Trust & Estate team will continue to help your survivors transition your accounts and avoid the delays, legal expenses and privacy intrusions associated with traditional estate administration. Upon engaging us for this service, please designate one individual to collaborate with FirsTrust regarding post-mortem estate transition services: \_\_\_\_\_.



# Financial Services Agreement

Client \_\_\_\_\_

Address \_\_\_\_\_

Client \_\_\_\_\_

\_\_\_\_\_

Clients may engage as individuals or in any duly appointed capacity as trustee, corporate officer, attorney-in-fact or qualified fiduciary.

- Fees are calculated and billed to the respective accounts quarterly, in advance, as described on Part II of the firm’s Form ADV filed with the US Securities & Exchange Commission; a copy of which I hereby confirm receipt.
- Either party may terminate without penalty within five (5) calendar days after execution; thereafter, any termination will occur at the end of the quarter and shall require written notice. At that time, FirsTrust will discontinue all services and use its best efforts to transition your accounts as you instruct or otherwise to a discount brokerage.
- The terms herein shall be governed by the laws of the State of Florida. Both parties agree to bear their own costs and settle any legal disputes hereunder, without forfeiture of any other legal rights, in accordance with the procedures of the American Arbitration Association.
- Any additional costs imposed by custodians, fund managers, or other third parties shall be your sole responsibility and are not included herein.
- You acknowledge that past performance is no guarantee of future results, and that financial losses may occur even when FirsTrust is acting in good faith or at your specific direction.
- You confirm and agree that all data used for the purpose of rendering advice or performing services is deemed to be provided solely and exclusively by you and for these specific purposes.
- You understand that FirsTrust only implements portfolios on a discretionary, best efforts basis, and does not accept trade orders or execute any transactions by client directive.
- No form of legal, accounting, or valuation services, and no international tax or international estate services, are provided or assumed to be provided under this engagement.
- This is the entire written Agreement; no other representations, written or implied, shall convey to or become part of this agreement, and can only be amended, transferred or assigned with the written consent of all Parties.
- FirsTrust will not share your confidential information with other parties without your written or electronically authorized consent. Authorized Parties during your lifetime are: \_\_\_\_\_.
- The annual fee for all services provided hereunder, in accordance with the schedule of fees filed with the US Securities & Exchange Commission, is based upon \_\_\_\_\_% of the fair market value of assets under FirsTrust's management.
- An estimated amount of investment assets expected to be managed hereunder of \$\_\_\_\_\_ will be used to determine the fees for all services provided hereunder until that amount is under the firm's management.
- Upon execution hereof, FirsTrust will begin collecting data and performing analysis according to the scope of services you have chosen. We will continue providing these services regardless of the amount of investment assets managed under this agreement. A minimum quarterly service fee of \$\_\_\_\_\_ shall apply at all times that such services are provided hereunder.

### Addendums:

### Signatures:

\_\_\_\_\_  
Client

\_\_\_\_\_  
Client

\_\_\_\_\_  
FirsTrust, LLC

\_\_\_\_\_  
Date

\_\_\_\_\_  
State of:

*“ Been there, done that...”*



*... follow me.*