



wealth accumulation

THROUGH INVESTMENT STRATEGIES



CRESCENT

WEALTH MANAGEMENT



An investment strategy is at the heart of managing wealth, putting every asset to work for the financial good of yourself and your family. With the variety and complexity of the investment options available in today's marketplace, it's important to have disciplined, experienced professionals to provide advice.

To help achieve financial success, investors have clear goals, a comprehensive strategy and an informed understanding of how the markets historically have performed. We believe firmly in a long-term approach of proper asset allocation and diversification that resists trying to time the market.

As your advisor, our goal is to help you develop and preserve a comprehensive financial plan that encompasses your personal goals. We take a comprehensive approach to wealth management and can work with you to help ensure that your financial planning blueprint correlates to your goals at all stages of life.



Laying the Groundwork

Asset Allocation

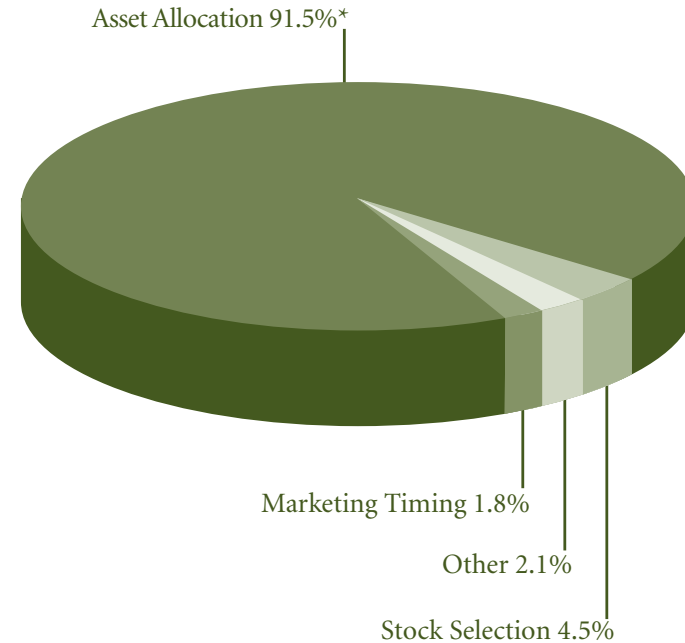
The first step in creating an investment portfolio that matches your core financial goals is the development of an appropriate asset allocation mix. Spreading risk among various asset classes and investment vehicles is a way to diversify your portfolio.

By an overwhelming margin and far outpacing such factors as past performance, stock selection and timing investments, a landmark study by Brinson, Singer and Beebower determined that asset allocation is an important factor in determining the long-term results of your investments.

Our asset allocation process is tailored to your specific circumstances and preferences. We work with you to examine income requirements, risk tolerance, your investment horizon, need for liquidity and tax considerations. Using this information to guide us, we seek to maximize after-tax, risk-adjusted returns within a framework that reflects your needs.

Our capital market research is focused on the expected behavior of various asset groups within the equity, fixed income, cash equivalent and alternative asset groups. Expectations of future returns, risk of volatility, and correlation between asset classes are modeled on an after-tax basis and predicated on continuously validated historical data.

Brinson, Singer and Beebower Study Results



The Framework for Your Portfolio

Choosing the Right Investment Platform

Using asset allocation as the foundation, we will help you construct a framework for your portfolio. There are several investment platforms to select from, each offering a different approach. The platforms include:

- Fee-based brokerage accounts
- Managed mutual fund accounts
- Separately managed accounts

We also utilize individual stocks and bonds, coupled with alternative investments.

Fee-based Brokerage Accounts

In fee-based brokerage accounts, you pay your advisor a fee to assist you in managing your brokerage account, including asset allocation, investment selection and ongoing portfolio management.

Key features include:

A working partnership. You and your advisor determine your investment selections.

Investment flexibility. You have a wide choice of mutual funds, stocks, bonds, and other asset classes.

Banking features. Check writing, debit cards and bill pay are available.

Managed Mutual Fund Accounts¹

Managed mutual fund accounts allow you to select an actively managed portfolio of mutual funds that is aligned with the asset allocation mix appropriate for your long-term goals and risk tolerance. You can select from a choice of funds that gives you the freedom to select a solution that best meets your needs.

Some of the advantages include:

Ongoing portfolio management. Managers will consistently review the portfolio to help ensure it is aligned with the appropriate asset allocation model.

Experience. These funds feature money managers with long track records.

Lower minimums. In most cases, minimums are lower than with separate accounts.

Mutual funds are sold by prospectus only. An investor should consider the investment objectives, risks and charges and expenses carefully before investing.

Separately Managed Accounts

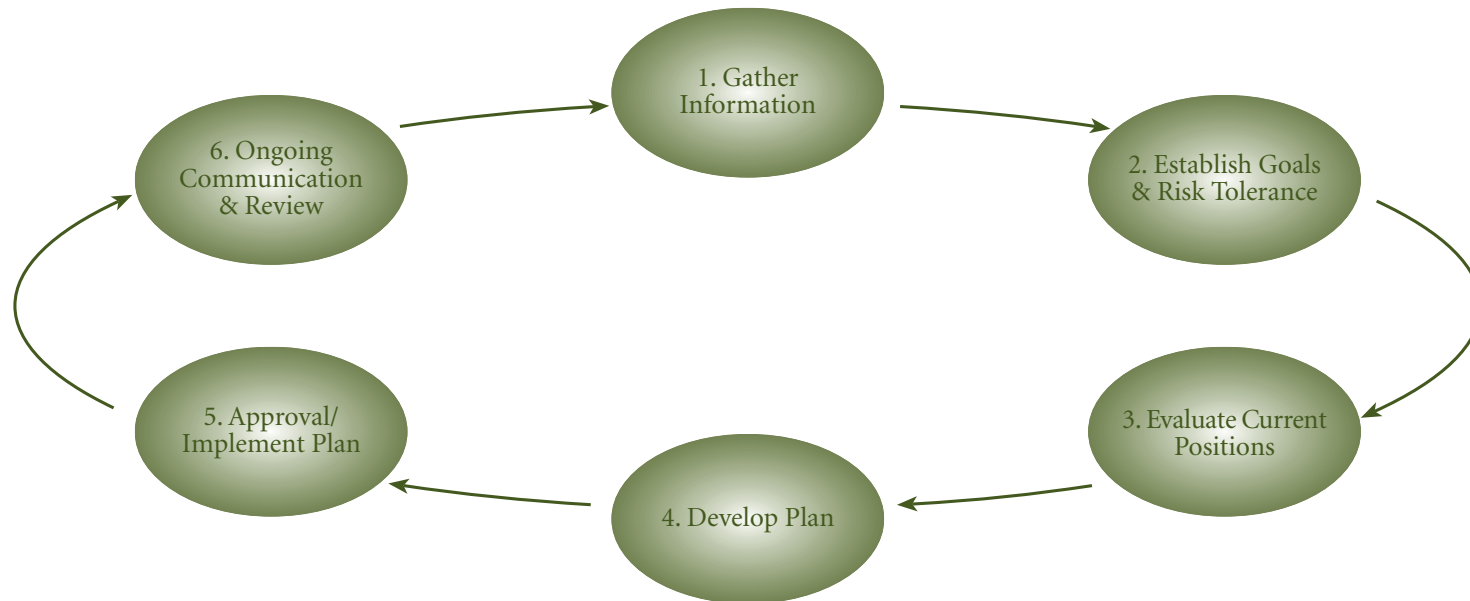
Separately managed accounts provide access to globally prominent money managers. Each manager selects the investments for a portion of your customized investment portfolio, which the manager actively manages on an ongoing basis.



Charting a Course

The Investment Process

Crescent Wealth Management customizes each of its portfolios for the individual investor. The guiding criteria for every investment vehicle selected are performance and fit within the overall portfolio, based on our philosophy of diversification and long-term investment planning. Combining disciplined asset allocation strategies and sophisticated optimization models, we work to create a portfolio for you that can deliver high after-tax, after-fee returns for your risk tolerance. When appropriate, we use alternative investment strategies to improve the risk and return characteristics of our portfolios.



Of course, financial planning isn't a one-time event. As your financial needs and goals change, it is important to modify your financial plan so that it stays in line with your objectives. As a result, the investment process is a continuous circle (see diagram to the left).

Gather information. Careful and thorough data collection can ensure a solid foundation of the overall financial plan.

Establish your personal goals and risk tolerance. We work together to determine your goals for the future as well as your tolerance for risk.

Evaluate your current position. We will evaluate your current financial situation to identify strengths and weaknesses, key areas of focus and factors that may be important to you and your family.

Develop a comprehensive plan. Often a plan begins with a model portfolio and a recommended asset allocation, based on your stated goals and risk tolerance.

Implement the plan. In many cases, this is a step-by-step process. We will identify the critical areas first and implement other pieces over time and as needed.

Periodic ongoing review. This is one of the most important elements to the process. We will work with you to monitor your accounts to help ensure your portfolio remains aligned with your goals and objectives.

Preparing for the Future

Retirement Planning

Your retirement plan should be tailored to meet your goals and help with the impact of income or estate taxes on your distribution plan.

Ongoing coordination and planning with your overall investment and estate planning strategies can help ensure your ability to enjoy retirement to the fullest. Our retirement planning services include:

Needs assessment. We assess your income needs in retirement and measure those in light of your other financial goals such as funding your children's college education or purchasing a vacation home. We'll monitor your progress on a regular basis to help make sure you'll achieve all your goals in the time frame you've established.

Present value analysis. This important tool estimates the amount of money you plan to spend before you retire, and examines all your available resources, including your current salary, retirement payouts, and your total assets.

Retirement income modeling. A critical element of a retirement plan, this step is designed to help ensure you accumulate ample retirement income, as well as leaving a legacy for those you love after your death.



Benefits analysis. We review your corporate benefit choices within the context of your retirement goals.

Distribution options. Taxes play a significant role in how individuals choose to distribute their wealth to loved ones. We review the available alternatives as part of your overall retirement planning.

Long-term care. An extended illness or injury that requires extensive medical care can quickly drain a family's resources. We will assist you in determining the best methods for addressing this possibility with the least impact on your assets and investments.

Diversified Planning Techniques*

Advanced Concepts for Unique Circumstances

Concentrated Wealth Strategies

Whether it's the result of holdings in a family-owned business or an executive benefits package heavily weighted with stock options, many wealthy individuals have significant holdings of a single investment.

We believe in diversification and that an inherent risk lies with any concentrated position in one asset. We aid affluent clients with managing their executive stock options and concentrated equity holdings by utilizing our knowledge of hedging strategies and charitable diversification techniques. The professionals at Crescent Wealth Management can help you assess the impact of large, single-investment positions and create customized solutions to manage those risks.

Alternative Investments²

Complementing our existing investment management products, Crescent Wealth Management is able to offer a variety of alternative investments through our broker/dealer NFP Securities, Inc. (NFPSI) to help meet the needs of high net-worth, accredited investors who are seeking investment performance and diversification that are not correlated with the traditional markets. These include:

- Hedge funds
- Real estate investment trusts, or REITs.
- Private equity
- Limited partnerships
- Exchange funds
- 1031 exchanges

The objective is to enhance returns on both an absolute and risk-adjusted basis. With a platform of new offerings regularly under consideration, we provide clients consistent access to innovative opportunities within the many disciplines of alternative investments.

No Stone Unturned

Due Diligence

Through NFP Securities, Inc., Crescent Wealth Management carefully scrutinizes every investment vehicle and strategy selected for your overall financial plan. The due diligence review focuses on:

- Internal controls
- Investment offerings
- Performance history
- Investment discipline
- Benchmarks
- Disclosures
- Personnel
- Operating capacity



YOUR FINANCIAL NEEDS ARE AS UNIQUE AS YOU ARE.

THAT'S WHY OFF-THE-SHELF SOLUTIONS MAY NOT WORK

FOR YOU. CRESCENT WEALTH MANAGEMENT IS YOUR

PARTNER IN TAILORING AN INVESTMENT STRATEGY TO HELP

YOU ACHIEVE ALL YOUR LONG-TERM GOALS.

**Diversification does not protect against loss of principal.*

¹Mutual Funds are sold by prospectus only. An investor should consider the investment objective, risks, and charges and expenses carefully before investing. The prospectus contains this and other important information about the investment company. To obtain a prospectus, call 770.431.1262 or toll-free 800.520.7106. Please read it carefully before investing.

²The performance of alternative investments, including hedge funds can be volatile. They involve a high degree of risk including but not limited to lack of liquidity, complex tax structure, and loss of principal. They are also associated with high fees and complex fee structure.

