

# PROFESSIONAL SERVICES FIRMS

## Investment Management Assessment

When it comes to managing your business, it might be hard to imagine that there could be blind spots - something that you do not already know about your firm's structure, strategy or management team. When it comes to managing your firm's investment assets, do you have that same sense of confidence and expertise? Assessing the structure, strategy and advisory team of your firm's investment portfolio is critical to managing risk, enhancing returns and protecting your assets. Having a vigorous and comprehensive system in place to access, monitor and manage your investments is essential for ensuring the financial health of your investments and achieving your long-term success.

### What is an Investment Management Assessment?

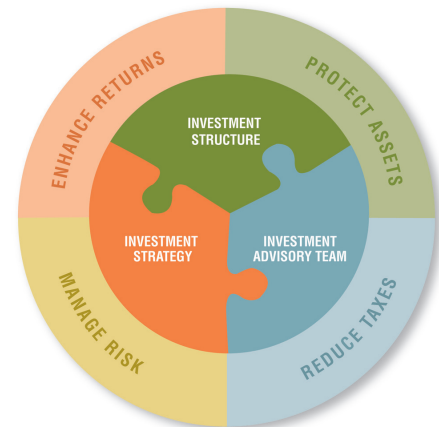
An Investment Management Assessment (IMA) is an independent, expert review of your firm's investment program that seeks to enhance your returns, protect your assets against unforeseen risks, reduce taxes and manage risk. At Reynolds Group, Private Investment Counselors (RGPIC), we focus on three critical elements: investment structure, investment strategy and investment advisory. Together, these three critical elements provide your firm's assets with:

- a comprehensive assessment of your exposure to unforeseen risks, and
- recommendations to manage risk, enhance returns, reduce taxes and preserve your legacy.

In assessing your investment program, you may choose to review one, two or three critical elements. Each IMA is customized to meet your specific needs to ensure that defined goals will be completed within your budget, scope and timeframe. If you would like to assess more than one critical element, I will leverage my analyses and recommendations across each element to maximize the value of your IMA investment.

### Three Critical Elements of an Investment Management Assessment

- 1. Investment Structure:** Successful companies are continuously changing and evolving to keep up with the dynamics of today's business environment. From an investment management perspective, what organizational structure is best suited to the unique requirements of your firm? Should you establish a staffed investment office, a virtual investment organization, or perhaps a hybrid mix? I will review the risks, operational costs and processes associated with various scenarios and provide recommendations that consider asset protection, fiduciary selection, internal staffing and investment committee structure.
- 2. Investment Strategy:** Building a cohesive commitment to your firm's investment strategy is crucial to overcoming near-term obstacles and achieving long-term goals. Are all of your advisers and fiduciaries on the same page as your asset owners? Have they progressed beyond considering basic equity and fixed income vehicles to formulating a more sophisticated and comprehensive strategy (e.g., asset allocation, super regional allocations, manager structure, manager selections, currency hedging, and use of credit)? I will investigate the potential benefits and associated risks of developing a more innovative approach for your firm's investment management strategy and provide recommendations.
- 3. Investment Advisory Team:** Knowing that you have the best men and women on your advisory team is just as important as knowing that your assets are well managed and protected. How well-suited are your advisers to managing and protecting your firm's assets? I will review the efficacy of your adviser and vendor relationships, selection processes and succession planning with a view toward building the best-in-class relationships that your investment resources merit.



### Why Reynolds Group, Private Investment Counselors?

For over 25 years, I have helped private investors and enterprises assess, uncover and resolve a wide variety of investment challenges. This has resulted in improved risk-adjusted returns, reduced taxes, lowered expenses and greater opportunities to preserve their legacies. In addition, clients gain access to my proprietary network of industry professionals and best practices.

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“ In December 2008, Bernard L. Madoff admitted to perpetrating a massive Ponzi scheme. Having a deliberate, decisive and comprehensive program in place to assess your firm's investment program will reduce the likelihood that fraud will occur or go undetected, and enhance the safety of your assets.”

Jack Reynolds

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