

# Main Street Advisors, LLC

Investment Management Services  
Financial Planning

**Winter 2019**

*Main  
Street  
Advisors, LLC*

---

---

# Investment Management Services

---

**History:**

Founded in 1999

---

**Ownership:**

100% owned by management

---

**Assets Under  
Management:**

\$42,223,085

---

**Clients:**

Approximately 100 individuals  
and families

---

**Investment  
Approach:**

We seek to add value through strategic  
and tactical asset allocation and careful  
investment manager selection

## What Is Our Edge?

- ▶ **Objectivity**  
We are fee-only and independent. Our only incentive is to generate good results.
- ▶ **All-Star Approach**  
Exceptionally in-depth research, provided by a nationally recognized research team known for the depth and quality of their manager due diligence and asset class analysis.
- ▶ **Investment Experience**  
Over thirty years navigating the financial and investment landscape.
- ▶ **Quality of Service**  
We tailor an investment plan to your needs.

# Our Core Investment Beliefs

## **Global Perspective.**

We invest across a globally diverse set of asset classes in order to uncover the most attractive investment opportunities.

## **Long-Term Approach.**

A long-term approach allows us to take advantage of temporarily mispriced investments and helps ensure that fundamentals, rather than fear or greed, dictate investment decisions.

## **Forward-Looking Analysis.**

History provides a valuable frame of reference but does not always apply to the current environment. We seek to learn how the world is evolving and incorporate our opinions about these changes into our assessment of risk and investment allocations.

## **Discipline and Conviction.**

We set the bar high in assessing investment opportunities, and we have the discipline and conviction to act on an opportunity we find compelling. We believe that investors who lack the courage to act on their convictions are destined for mediocrity.

## **Innovative Thinking.**

Our willingness to think outside the box allows us to identify unusually compelling investment opportunities. This has been an important part of our competitive edge and our long-term success.

## **Broad Access to Talent: “Manager of the Managers.”**

Our reputation in the investment community provides us with unique access to investment talent from outside firms, via mutual funds and private investment vehicles, allowing us to incorporate a high level of expertise in a variety of asset classes that would otherwise not be available from a single firm. We are continuously evaluating the managers we’ve selected in order to ensure our clients are benefiting from the best talent available.

# Client-Driven Portfolio Management

**Investment Strategy Consistent with Client Risk Profile**

## **Risk Assessment**

- ▶ **Client-driven** – Client information and discussion drive risk/return assessment
- ▶ **Threshold for Loss** – Each portfolio has a one-year loss threshold.
- ▶ **Experience-Based** – Professional investment advisors realize most clients overstate their tolerance for risk
- ▶ **No Guarantees** – No guarantee that risk thresholds can be avoided.

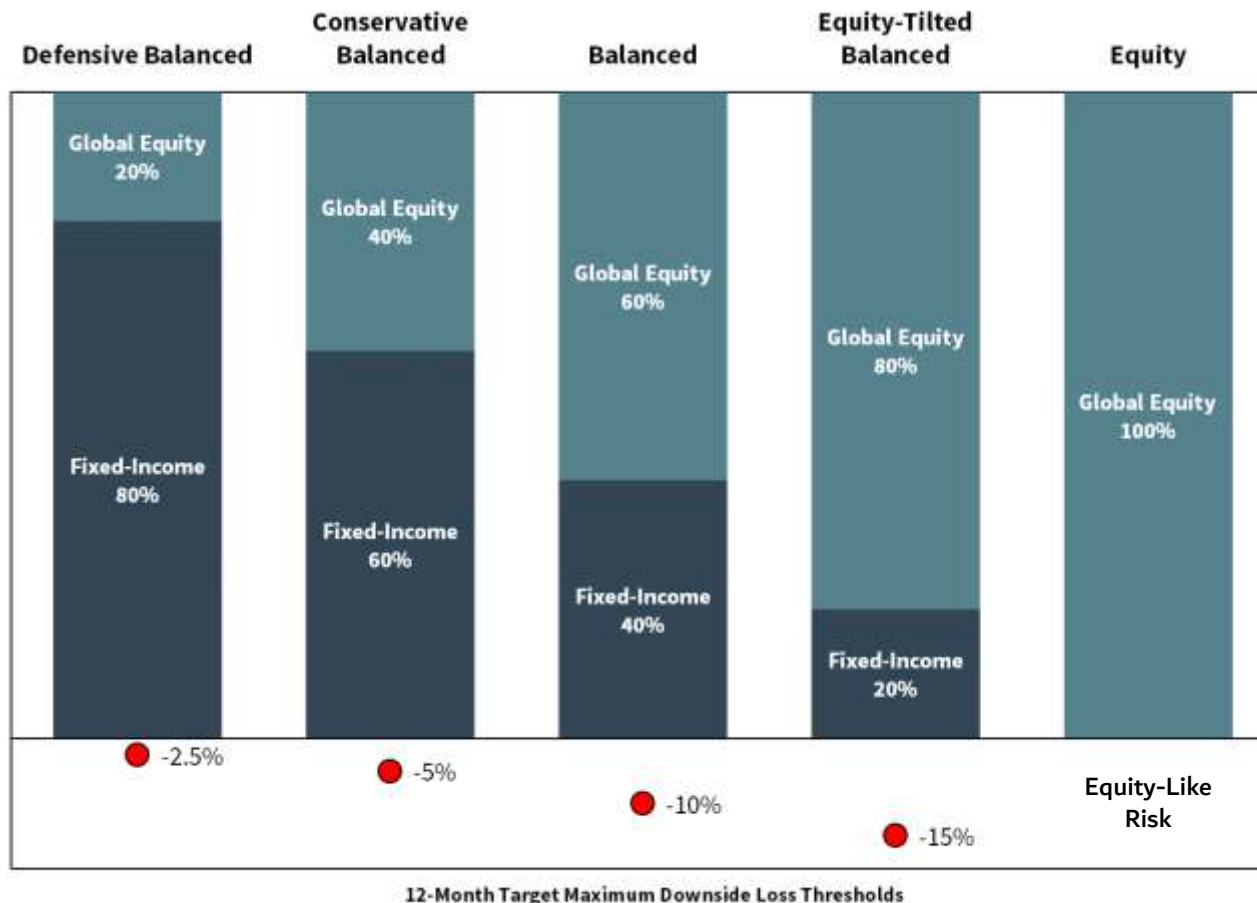
# Our Investment Process

OUR PROVEN APPROACH TO INVESTING IS DECEPTIVELY SIMPLE

- 1. Establish a strategic asset allocation for each risk-based portfolio*
- 2. Pursue highly compelling tactical opportunities*
- 3. Select managers with an identifiable and sustainable competitive edge*



# Five Risk-Defined Strategic Allocations



Though Litman Gregory attempts not to exceed the loss threshold, losses sometimes exceed the threshold in a 12-month period. Though we don't believe it is likely this maximum loss threshold would be breached in a typical market cycle, losses in excess of the threshold do occur, and significant breaches of this loss threshold can be expected during extreme bear markets. The above allocations represent our strategic portfolio weightings.

# Best-of-Class Manager Selection

## Manager Due Diligence Process



### QUANTITATIVE REVIEW FACTORS:

- Performance consistency
- Holdings analysis
- Expenses
- Risk-adjusted returns vs. peers
- Volatility and downside risk

### QUALITATIVE REVIEW FACTORS:

- Integrity and discipline
- A sustainable, repeatable edge
- Stability and culture of the organization
- Quality of the team
- Shareholder orientation
- “Intuition” is not part of the team’s process



# Financial Planning

Coming up with a solid financial plan means doing some homework – both on your part and the part of your CFP professional. From examining your current situation, to setting goals, to deciding how to measure your progress, a CFP professional is uniquely qualified to take you through the financial planning process.



# MoneyGuide Pro



**Planning** makes a difference.

## 5 reasons why you should work with a financial professional to create a retirement plan:

- 1 **Focus** goals in retirement and how you will pay for them.
- 2 **Address** your concerns and expectations for retirement.
- 3 **Identify** things that could pose a threat to your retirement and manage them.
- 4 **Feel** more educated, confident and in control of your financial future.
- 5 **To help you navigate** the complexity of financially moving into retirement.



## Find out now if you can achieve your retirement goals.

Do you want to have fun in retirement? Planning can make the difference and it doesn't have to be difficult.

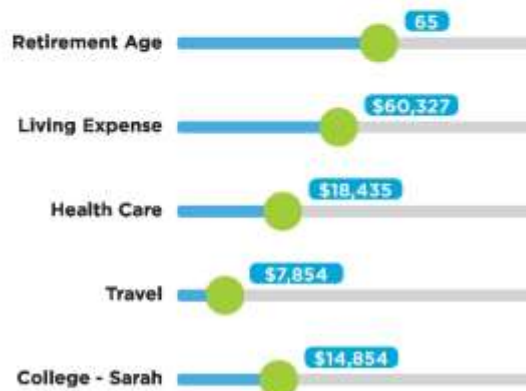
Working with a financial professional that understands your retirement goals can help you create a plan to make the most of your money - now and in retirement.

# MoneyGuide Pro

## What is the MoneyGuidePro® difference?

MoneyGuidePro® is designed to help financial professionals focus on your retirement goals to create a customized plan. It's easy to use, allows you to make changes to your plan and immediately see the impact.

©2018 PIETech, Inc. All rights reserved. MGP\_4226



## What does it mean for you?

**Financial planning is about more than assets, investments and net worth.** It's about what you want to do with your money and why. It's about identifying your concerns, expectations and goals – it's about how you feel and what you want.

**MoneyGuidePro® helps address common fears and concerns** such as health care costs, outliving your money and the best time to file for Social Security benefits. The confidence meter helps you gauge how likely you are to reach your goals and whether you are on track instead of focusing on headlines.

**Learn more** about how financial planning with MoneyGuidePro® can help you by talking to your financial professional today.

# Client Communication and Relationships

- ▶ Strategies customized to meet each client's goals and objectives (shy of an Investment Policy Statement)
- ▶ Frequent communication
  - ▶ Monthly brokerage reports
  - ▶ Quarterly performance reports and portfolio appraisals
  - ▶ Quarterly client letter discussing outlook and strategy
  - ▶ Annual reviews (minimum)

# Investment Management Fee Schedule

*Our only revenues are paid to us by our clients exclusively.*

We are compensated based upon a percentage of assets under management. Our fee schedule is as follows:

1.50% for the first \$250,000
1.25% for the next \$250,000
1.00% for the next \$500,000
.50% for assets in excess of \$1,000,000

**NOTE: Overall amounts approaching \$1,000,000 negotiable**