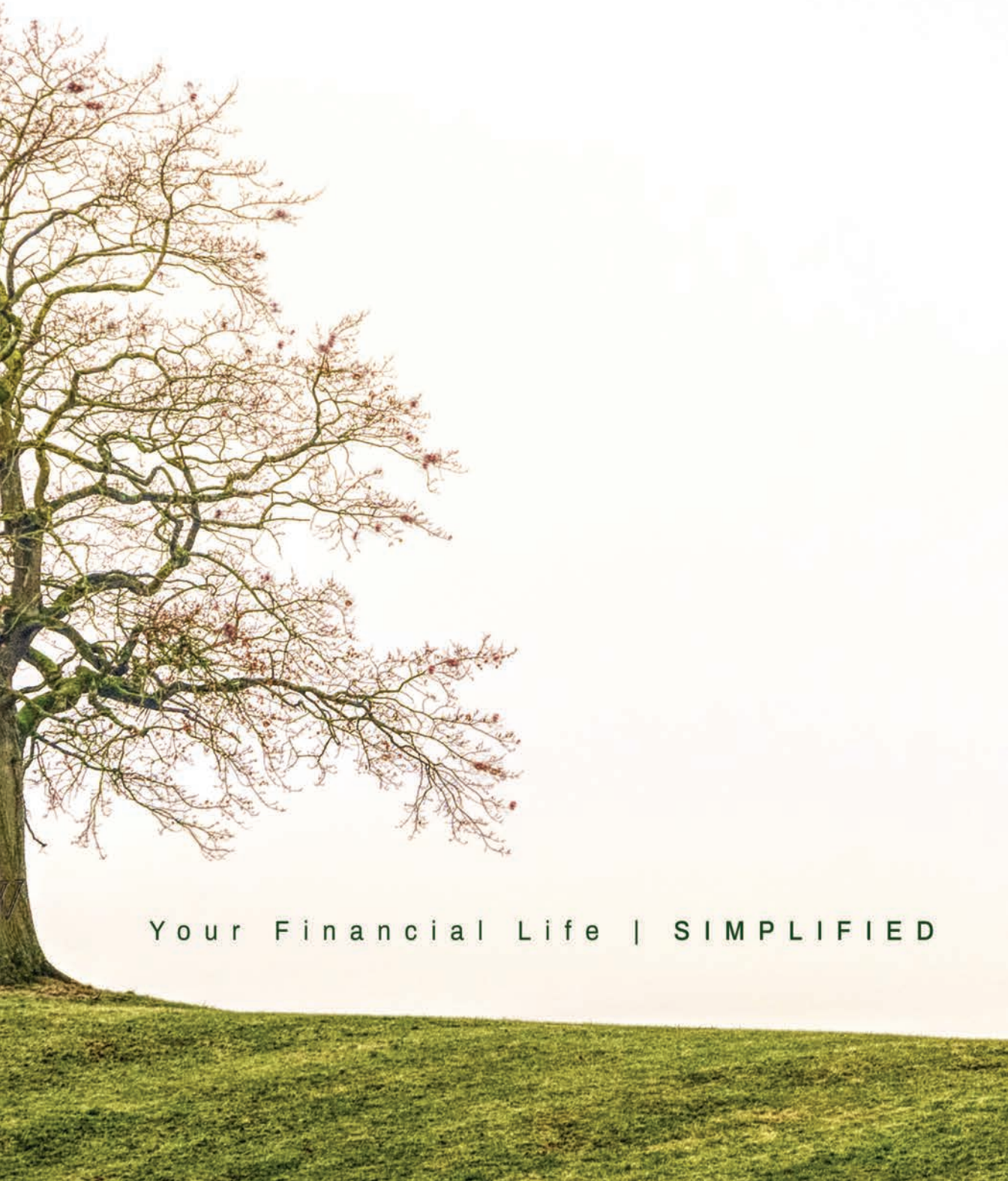
WILLIAMS ASSET MANAGEMENT

TRUST ♦ RELATIONSHIP ♦ GUIDANCE



Your Financial Life | SIMPLIFIED

BRING GREATER PURPOSE TO YOUR WEALTH

Welcome to Williams Asset Management! When you choose to work with us, you'll be aligning yourself with one of the area's most highly respected, fee-based independent financial planning and investment management firms.

Since 1994, we've been providing individuals, families, businesses and non-profit organizations across Howard County, Maryland and beyond with holistic, personalized financial planning, guidance and tax-efficient portfolio management.

Our mission is simply to **empower you** – to guide you in making more informed financial decisions, and in doing so, help you become a more thoughtful investor with greater confidence and peace of mind about the future.

There's an old African proverb which states, *"If you want to go fast, go alone; but if you want to go far, go together."* I invite you to take a closer look at our firm, talk with our professionals and get to know why we are the right partner to guide you through the path of life's financial journey.

Gary S. Williams, CFP®, CRPC®, AIF®
President

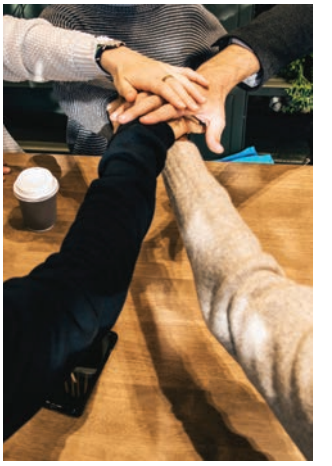
CHOOSE A TRUSTED PARTNER

Wealth management is about much more than crafting investment portfolios. It's about translating your financial goals into a comprehensive plan with specific strategies and actions that carefully balance your short-term needs with your long-term aspirations. It's about planning for the unexpected and putting protections in place to ensure the well-being of your loved ones. And it's about preparing the next generation for the challenges of wealth.

In the words of Henry David Thoreau, *"Wealth is the ability to fully experience life."*

At Williams Asset Management, our sole focus is on YOU – your life, your family, your legacy and your happiness. We make a conscious choice to cater to a smaller client base so we can provide a more intimate and personalized experience; taking time to genuinely listen to your hopes, your dreams and your worries. Each client we work with has a unique set of variables: different circumstances, different goals and different challenges. But they all seek the peace of mind that comes with knowing that their wealth is being diligently and prudently managed by independent, trusted professionals.

The realization of your lifelong financial goals is the single greatest measure of our success. But in order to achieve that, we first need to collaborate on creating a carefully and thoughtfully designed plan.



OUR FIDUCIARY DUTY

As a fiduciary, we're held to the very highest standards of client care – committed to *always* putting your interests first by delivering unbiased advice, recommending risk-appropriate investment solutions, providing totally transparent pricing and avoiding all conflicts of interest.

WHY

FINANCIAL PLANNING MATTERS

At some point, you've probably asked yourself one or more of the following questions:

- Will I outlive my assets?
- What type of retirement lifestyle will my savings afford?
- Would my family be sufficiently provided for if something happened to me?
- Am I taking on too much (or too little) investment risk?
- Am I taking advantage of tax reduction strategies?
- What strategies would optimize my Social Security and Medicare benefits?
- What steps should I take now to maintain independence as I get older?
- Are my children prepared to handle the challenges of wealth?
- What's the most tax-efficient way to transfer assets to my heirs?
- How can I leave a legacy for the charitable causes that matter to me?

No matter where you are in life – just starting out, entering your peak earning years, approaching retirement or in retirement – no financial planning process will ever yield meaningful results without a thorough understanding of what's important to you and why, where you are today and where you want to be tomorrow and whether you're ahead of schedule, on track, or behind.

Find out just how inspiring and freeing it can be when you have a thoughtfully designed and implemented financial plan combined with a clear investment strategy working to achieve your most important goals.

OUR PLANNING APPROACH

A financial plan isn't a one-and-done proposition. It's a dynamic document that needs to be periodically revised to reflect your evolving goals and priorities, as well as changing markets, economic conditions and tax laws.

As we work with you to translate your goals into investment strategies, we never lose sight of the essential purpose of your plan – to distill a universe of possibilities down to the few critical actions that will most positively impact your financial life. But we go even further, by helping you prioritize those recommended actions to maximize your likelihood of reaching your goals. We also look for potential conflicts between multiple goals to ensure that your plan is rooted and built on a strong foundation.

Our comprehensive financial planning process adheres to the rigorous CERTIFIED FINANCIAL PLANNER™ (CFP®) board of standards guidelines.

A goal without a plan is nothing more than a wish. Let us organize and gather your goals to create a plan tailored to your specific needs.

COLLEGE PLANNING
EXECUTIVE COMPENSATION STRATEGIES
BUSINESS SUCCESSION PLANNING
HEALTHCARE PLANNING
ELDERCARE PLANNING
RETIREMENT PLANNING

Williams Asset Management's seasoned team of CERTIFIED FINANCIAL PLANNERS™ (CFP®), Chartered Financial Analysts (CFA®), Chartered Retirement Planning Counselors℠ (CRPC®) and Accredited Investment Fiduciaries® (AIF®) can help address a wide range of planning needs including:

- Retirement Planning
- Retirement Income Planning
- Tax Planning
- Healthcare Planning
- Cash Flow/Liquidity Planning
- College Planning
- Income & Asset Protection
- Trust & Estate Planning
- Philanthropic Planning
- Business Succession Planning
- Executive Compensation Strategies
- Eldercare Planning

Of course, we can also help you address particular financial challenges that come with an inheritance, as well as those surrounding divorce, the death of a spouse or planning for the care of a child with special needs.

CREATING YOUR PERSONAL PLAN

What does the planning process entail?

While developing your plan will require a certain degree of collaboration and commitment, it's far from an arduous process as the following steps will attest to. What's more, the clarity, simplicity, direction and confidence you gain will be invaluable.

1. DISCOVERY MEETING

During this 1-2 hour meeting, we'll ask a lot of insightful questions to explore your financial situation, goals, unique circumstances and pressing concerns. We'll also discuss our investment philosophy, financial planning and investment capabilities, along with our fiduciary duty and commitment to fee transparency.

2. ANALYSIS & PLAN DEVELOPMENT

Over the subsequent weeks, our team will work in tandem to input all of your information, goals and objectives into our industry-leading software to create the basis of your financial plan. After we've studied the analysis, we'll then identify specific recommendations based not only on your resources, but also your risk tolerance, personality and family dynamics.

3. PLAN PRESENTATION & IMPLEMENTATION

We then sit down again to thoroughly review your plan with you, explaining the necessary actions that will lead you on the path toward your goals. Your plan will include written guidance along with an action checklist to help guide you through any recommendations that require follow-up on your part. And our 60-day checkup assures that things are proceeding smoothly and nothing has fallen through the cracks.

4. ONGOING MONITORING & PROGRESS REVIEW

Finally, over time we'll be diligently monitoring your investment accounts, strengthening our relationship with you and your family and making periodic updates to your plan and investments to reflect any changes in your life or alterations to your goals.

BUILDING ALL-WEATHER PORTFOLIOS

OUR INVESTMENT PHILOSOPHY

Leverage lower-cost, tax-efficient passive investment strategies whenever markets are functioning efficiently, augmented by active management strategies to take advantage of inefficient markets. We complement these core strategies with time-tested alternative investments to mitigate portfolio risk.

Crafting your portfolio isn't about seeking out the maximum possible return. There are a host of considerations that need to be factored into any investment recommendations. What's the least amount of risk you can assume that will still give you a strong probability of achieving all your goals? What's the optimal allocation of investments in your taxable and tax-deferred portfolios that will minimize your current and future tax liability? What mix of short-term and long-term investments will meet your liquidity needs while still providing sufficient growth potential?

As stewards of your wealth, we employ prudent asset management strategies that draw on a wide range of traditional and proven alternative investments. We start by pouring through extensive market, sector and security research from trusted sources including Wilshire Associates, Ibbotson and our affiliated research team at Commonwealth Financial Network®.

We leverage all of this data and capital markets insight to develop our core asset allocation models. Once the models are created, we then primarily use a combination of mutual funds and exchange-traded funds (ETFs) along with domestic and international equities and fixed income securities to build out your portfolio. For clients that meet the SEC's definition of an "accredited investor," we may also recommend the inclusion of select alternative investments such as private equity as well as long-short and factor-based investments to help mitigate risk and maximize risk-adjusted performance.

We supervise all aspects of investment management in-house, including:

- Portfolio Construction & Management
- Manager Due Diligence
- Daily Monitoring
- Tax-loss Harvesting
- Rebalancing & Reallocations
- Aggregate Performance Reporting

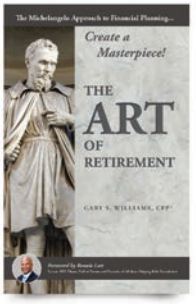
MEET OUR FIRM PRINCIPAL

GARY WILLIAMS, CFP®, CRPC®, AIF®
President

Growing up as the son of a Baltimore County bricklayer, Gary learned lifelong lessons about money at an early age. His family's frequent financial struggles (deepening with the death of Gary's mother when he was just eight years old) forced them to periodically rely on welfare, with little or no extra cash for emergencies. It was an experience that instilled a profound belief in the values of hard work, putting family first and saving and investing for a more secure future – values that ultimately shaped his career.

Gary attended Towson University and graduated with a Bachelor of Science in business administration with a concentration in finance. He quickly realized that, as a financial advisor, he could help others avoid mistakes and achieve financial security; something he feels strongly about. And since 1994, Gary has done just that, specializing in working with pre- and post-retirees to help them maintain an enjoyable lifestyle during their retirement years.

A lifelong learner, he has continued to hone his expertise over the years, obtaining several specialized designations including CERTIFIED FINANCIAL PLANNER™ professional, Chartered Retirement Planning Counselor℠ and Accredited Investment Fiduciary®. His extensive experience has made him a highly sought-after investment commentator for news outlets such as *Money Magazine*, Bankrate.com, Yahoo Finance, Maryland Public Television's Business Connection, *The Business Monthly* and others as well as a regular columnist for the *Baltimore Business Journal*.



To help raise money for charities dear to his heart, Gary wrote the acclaimed Amazon best seller* *The Art of Retirement* (with foreword by NFL Hall of Famer Ronnie Lott). The book uses the story of Michelangelo's incredibly long (and challenging) life and famed art as a metaphor to compare the reader's life to a masterpiece while emphasizing the importance of creating a resilient, well-crafted portfolio. All profits from *The Art of Retirement* are donated to the Y in Central Maryland, Augie's Quest, the Maryland SPCA and the Brigance Brigade Foundation.

Gary is exceedingly active in the community and serves on numerous nonprofit boards including the Association Board of Directors of the Y in Central Maryland, the Investment Committee for Mount Saint Joseph High School Endowment and the Brigance Brigade Foundation Board of Directors.

Gary, his wife, Lee, and their three children – Abigail, Nicholas and Emerson – live in Howard County, Maryland, along with their goldendoodle, Cali. In his spare time, Gary enjoys spending time with his family, exercising and surfing.

**Ranked #62 in Retirement Planning books for 2013*

A TEAM EFFORT

NICHOLAS IBELLO, CFP®, AIF®

Vice President – Wealth Management

Born and raised in Baltimore, Nick's attraction to the financial services industry started with a high school finance class stock market game where students created investment accounts, researched stocks and then invested with play money. Despite loving the game, he was prompted by his low ranking to ask the student who won the challenge how he did it. *"My dad is a financial advisor"* was the reply.

It lit a spark that drove Nick to learn as much about the industry as he could. He graduated cum laude with a Bachelor of Arts in economics with a concentration in finance from St. Mary's College of Maryland. After cutting his teeth at T. Rowe Price, Nick began looking for a firm that more closely matched his philosophy, investment process and passion for helping people reach their financial goals, which led him to join Williams Asset Management as a full-time wealth manager. In addition to achieving the exclusive CERTIFIED FINANCIAL PLANNER™ and Accredited Investment Fiduciary® designations, he holds a Series 66 securities license as well as insurance licenses in multiple states.

Outside of work, Nick maintains his energy and focus by staying healthy and fit: playing racquetball, cross-training and maintaining a healthy diet. Growing up in a tight-knit Italian family, he's come to understand the value of always having someone there to look after your best interests. It's a lesson he's carried over into his professional relationships, and one for which his clients are incredibly appreciative.

OUR MISSION

To inspire our clients to make informed financial decisions through education, communication and guidance with service that exceeds their expectations. By forging strong personal and professional relationships, we will earn each client's trust and help them on their path to living more fulfilling lives.

As fiduciaries, we're uncompromising when it comes to the integrity, accountability and mutual respect of our team. We demand much from ourselves to ensure that we always earn your trust. Our core group of dedicated professionals shares one common purpose: to provide you with the expertise, sound judgment and white-glove service that will allow you to confidently pursue your financial goals.

Each and every member of our team has been hired not only for their expertise, but for their steadfast commitment to doing what's right to simplify your life and preserve the financial legacy you've worked hard to create.

COMMONWEALTH *financial network*

MEMBER FINRA/SIPC

Our affiliation with Commonwealth Financial Network® affords Williams Asset Management the ability to tap into the vast resources and expertise of one of the nation's largest independent broker/dealers – enabling us to deliver the best possible guidance and solutions both efficiently and cost-effectively.

Investment Choice: providing more robust, independent market research and a wide universe of third-party investment options – from individual stocks and bonds to mutual funds, exchange-traded funds, alternative investments, managed accounts and retirement plans.

Client Service: empowering us to execute your trades and transactions more quickly, as well as supplying specialized planning expertise when required.

Technology Platform: giving us the sophisticated, integrated Web-based platform and tools to more efficiently manage your portfolio and your overall financial picture, and to provide you with first-class service and support.

Data Security: from encryption standards to disaster recovery plans and other data security measures, Commonwealth enables us to confidently safeguard both your privacy and your personal investment data.

Yet by retaining our independence, you can rest assured that we remain completely free to act in your best interest without any pressure to promote proprietary products or investment strategies.

GIVING BACK

At Williams Asset Management, we believe that community outreach and activism are core values that help define our firm and strengthen our team's foundation. As community leaders, we feel we have a duty to not only enhance the lives of our clients, but to enrich the communities in which we live through volunteerism, civic engagement and philanthropic initiatives.

Both individually and collectively we take great pride in supporting a wide range of exemplary community organizations in and around the area.

MOVING AHEAD

Need help organizing your financial life? Not sure where you currently stand or how to get where you want to go? Or perhaps you would like an objective, no-obligation, second opinion of your current financial plan or investment portfolio. Call us today at **410.740.0220** or email us at **Info@WilliamsAsset.com** to find out how we can turn your anxieties into confidence. Here you'll find advocates, not just advisors; the individual, personal attention of a boutique wealth manager, backed by the expertise, insights and resources of a national firm.

You owe it to yourself. You owe it to your family. And you owe it to your future. Let us show you the path to a brighter future.

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TRUST ♦ RELATIONSHIP ♦ GUIDANCE

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Advisory services offered through Commonwealth Financial Network®, a Registered Investment Adviser.