

# Why Investors Choose The Mutual Fund Store®



## #1 in client relationships

More people choose the investment advisors at The Mutual Fund Store® over any other independent investment advisor.\* We take pride in our commitment to clients and we're pleased so many trust us with their financial futures and have referred us to their friends and family. We're proud of the distinction of being #1. We're serving more than 25,000 clients across the country, over twice as many as our nearest competitor. We're helping more people achieve their financial goals, save for retirement and fund their children's educations than any other independent investment advisor.



## Independent investment advisors

We do not accept any type of incentive or compensation from fund companies or managers, which means we have no financial incentive to recommend one fund over another. Many brokers and advisors make money by selling financial products. The more they sell, the more money they make, and unfortunately, the fund or product they sell you may not always be in your best interest. Unlike traditional brokers, our advisors have no incentive to recommend trades just for the sake of generating commissions. You can trust your advisor to make decisions about your account based solely on your unique investment goals and financial needs.

## Our investment philosophy = Active management

We build client portfolios using no-load and load-waived mutual funds and Exchange Traded Funds (ETFs). Our investment philosophy attempts to reduce your risk by allocating your assets into a variety of carefully selected mutual funds across various asset classes based on your risk tolerance and investment goals. We actively manage your assets based on your evolving financial needs and changing market conditions. Our process is designed to position the assets you need for your retirement, children's education and other future needs. In doing so, ongoing management often involves rebalancing and reallocating your investments.



\*The July/August 2009 edition of *Wealth Manager* magazine ranks The Mutual Fund Store® No. 1 for the second consecutive year in the number of client relationships among financial advisory firms in the U.S not registered as broker/dealers, banks or trusts. As of August 2009, The Mutual Fund Store® served more than 25,000 clients.

### **Fair, simple fee**

We charge a simple, all-inclusive fee, with no hidden costs, based on your total assets under management. You know up front exactly how much our service will cost. This fair, fee-based approach eliminates the financial-product sales game, allowing us to advise you and manage your holdings based on your personal financial goals and individual situation.



### **The Work of The Mutual Fund Research Center™**

As a client of The Mutual Fund Store®, you have a full investment team working for you at all times. Your investment advisor is supported by The Mutual Fund Research Center™, our research arm led by Chief Investment Officer and nationally recognized mutual fund expert Adam Bold. Using recommendations for mutual funds and asset allocation from the Research Center, your advisor builds and manages a portfolio designed to meet your needs while taking into account developments in the U.S. and world economies and stock and bond markets.

Because it isn't enough to choose a group of mutual funds across various asset classes, the Research Center analyzes current and historical economic data to provide a foundation for selecting mutual funds and recommending them to your advisor for use in your account. Past fund performance is not the only factor to consider. The research is combined with extensive evaluations of fund manager performance through analysis and comparisons, resulting in you being invested in funds guided by managers with long track records of consistent performance. Additionally, we maintain direct contact with top fund managers and the companies they work for to stay abreast of their thoughts and ideas on current and forecasted market conditions and economic trends.

### **Learn more.**

The Mutual Fund Store® is located coast-to-coast. Contact your local office and schedule an appointment with an investment advisor to discuss your investment needs and goals.

