

FIRM PURPOSE AND BACKGROUND

Eames Financial is a registered investment advisory firm. Its mission is to provide superior investment management and financial counseling services to individuals seeking assistance in managing or coordinating their increasingly complex investment and financial affairs. Our goal is to provide strong investment performance and intensive personal service for our clients.

The fundamental principles underlying our business are to provide you with comprehensiveness, objectivity, proactivity and confidentiality:

Comprehensiveness ensures that our advice and recommendations are based upon a complete understanding of your entire personal and financial circumstances. We take the time to thoroughly review and understand your situation, needs and priorities and strive to build the high level of trust needed to sustain long term working relationships.

Objectivity assures fair and impartial analysis and recommendations. We have no "in-house products". The entire spectrum of financial services and products is available to us, limited only by the individual merits of the products and services themselves and their ability to help you achieve your objectives.

Proactivity assures that we are forward looking, that we take a personal interest in your well-being, that we anticipate problems or concerns and that we continually strive to help you accomplish your objectives.

Confidentiality assures that your personal and financial information is, at all times, used carefully and professionally. This information is never divulged to any person or institution without your specific authorization.

Eames Financial places equal emphasis on investment management and financial counseling, and we believe the two are integral to one another. Without an understanding of discretionary cash flows and income tax issues, it is difficult to formulate an appropriate investment policy. Likewise, investment success (or lack of it) will have repercussions on income tax, retirement, and estate planning issues. Our highly personalized work includes a comprehensive review of your personal and financial affairs, and the development of coordinated action plans based on stated and prioritized financial objectives.

