

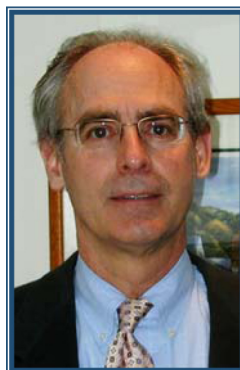
FOLIOfn Institutional Solutions

SOPHER INVESTMENT MANAGEMENT, INC.

The Challenge

Since its founding in 1992, the mission statement of Sopher Investment Management, Inc., (Sopher) has been, "We build and sustain wealth." As an independent money manager, Sopher creates tailored investment solutions for high-net-worth individuals, trusts, foundations, and non-profit organizations. Its president, Myron Sopher, believes that frequent client contact, excellent service, and innovative ways to deliver value have positioned the company to meet and exceed client expectations.

For many years, company personnel believed it was important to find a way for clients to efficiently participate in Sopher's process driven, systematic approach to investment. The challenge, however, lay in the difficulty in using 30 to 35 stocks in a portfolio without incurring exorbitant transaction costs.



FOLIOfn made it happen

"We wanted an effective way to enhance the value we bring to clients, while reducing trading costs and avoiding expensive back office infrastructure. We found a solution in Folio Advisor."

Myron Sopher *President*

Mutual funds or exchange-traded funds were not an option, since that approach made it impossible to choose securities that met Sopher's strict selection criteria. Additionally, using funds prevented effective tax management of clients accounts and layered on additional asset based fees.

The FOLIOfn Institutional Solution

Fortunately, the Folio Advisor platform provides the ability to tax manage client accounts and more. "Many of our clients are interested in socially responsible investing and want to place restrictions on their accounts to exclude certain securities," explains Myron.

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"FOLIOfn Institutional's approach provides an easy-to-use but complete solution," Myron continues. "We now can leverage our years of experience via a platform that provides the sophistication, dependability, accuracy and consistency of service that we need."

In addition, the Folio Advisor platform allows the company to help clients increase the diversification of their portfolios. By allowing for the easy creation of portfolios that target specific market segments, the platform allows our portfolio managers to apply a systematic approach, which has been fine tuned over time, to impact a variety of market segments.

New Business Opportunities

"FOLIOfn Institutional is an innovative partner that understands the constraints of existing trading platforms," states Myron. "Its web-based system is convenient, allows clients to view holdings and transfers, and minimizes back-office paper. It allows us to reach out beyond our immediate area to potential partners that are looking for a firm that, like us, has a proven track record. With our systematic investment process, which we developed and tested in-house, we are able to quickly add value to client relationships. Now, our conversations with clients rapidly progress from discussing their existing portfolios to ones where they ask, "What else can you assist me with?"

For Sopher, the bottom line is clear. "At the end of the day, clients want us to make life easier for them. They don't want more mail and forms to look at. Instead, they want simplicity, a seamless interface, instant access to information, and a trusted source like FOLIOfn Institutional. Their ability to build lasting client relationships with the integration of innovative trading systems supports their mission statement, "We build and sustain wealth."

About FOLIOfn Institutional

FOLIOfn delivers innovative investment solutions to financial professionals and institutions through FOLIOfn Institutional, a division of FOLIOfn Investments, Inc.

At the core of all FOLIOfn products and services is our proprietary Folio trading platform. This easy-to-use, web-based investing system enables users to customize portfolios of securities — called Folios — which they can buy or sell in a single transaction, and which financial institutions can easily make available to thousands of accounts.

Through our commitment to innovation, partnership and service FOLIOfn Institutional provides unique products and services that enable you to serve your clients better, operate more efficiently, and grow your business more quickly. Hundreds of investment firms currently use our FOLIOfn Institutional services, which enable them to offer some of the most innovative investment programs available today.



No-Obligation Demonstration

With FOLIOfn Institutional services, "clicking" is believing. To schedule a no-obligation demonstration to see how we can work for you, please see our website **www.folioadvisor.com** or call us at **1-888-485-3456**.

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8180 Greensboro Drive
8th Floor
McLean, Va 22102
www.folioadvisor.com

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