THE VALUE OF A TRUSTED ADVISER

The achievement of wealth does not happen by accident. It comes through hard work, attention to detail, discipline and the execution of a thoughtful plan.

Many start out by trying to do it all themselves, but as they begin to achieve success, the complexities and knowledge needed to move forward, faster, becomes difficult. That is where a professional team of advisers becomes essential to your financial success.

An experienced financial adviser provides valuable resources to help coordinate your plan and keep you on track. They can help to remove some emotional factors that can hinder success. Finally, a good financial adviser will go beyond the simple planning process to develop a relationship with you to help you achieve your long-term goals.

THE IMPORTANT DECISION

Choosing the right adviser is as important as the investment portfolio you own. Your financial journey will be mixed with starts, stops, successes, distractions and perhaps even setbacks.

Characteristics that describe a great adviser include: trustworthy, an attentive listener, disciplined, positive, smart and always working with your best interests in mind.

It is a marathon more than a set of sprints. Your financial adviser will keep you focused and on track so you are moving forward.

The advisers at Pratt, Kutze & Associates are focused on you, our clients, and would be honored to be your financial adviser.

Please visit our website, www.prattkutzke.com, to learn more or we encourage you to call for a no-cost appointment to see if we can help you on your journey.

<table>
<thead>
<tr>
<th>Location</th>
<th>Phone Number</th>
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<tbody>
<tr>
<td>Rochester, MN</td>
<td>(507) 281-6650</td>
</tr>
<tr>
<td>North Mankato, MN</td>
<td>(507) 388-0770</td>
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<tr>
<td>Mendota Heights, MN</td>
<td>(651) 389-1153</td>
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<tr>
<td>Kasson, MN</td>
<td>(507) 634-4307</td>
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<tr>
<td>Wabasha, MN</td>
<td>(507) 281-6650</td>
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</tbody>
</table>
THE EXTRAS THAT MAKE A DIFFERENCE

Your financial adviser can provide value far beyond choosing investments for portfolios. They can calm you when the markets are unpredictable and take a turn for the worst. They can nudge you to take action when you are distracted. They will stay on top of governmental or tax issues that affect your portfolio. You can rely on them to continue their education to stay abreast of trends and opportunities. They are an important sounding board to help you make tough decisions.

An attentive financial adviser will inspire confidence in your plan, setting the stage for an increased level of success.

THE ROLE OF YOUR FINANCIAL ADVISER IN THE PLANNING PROCESS

The steps seem simple, but the skill is following through to completion.

**Step One:** Identify goals, obstacles and motivations to keep you on track. This is the key to the entire process. If you do not know where you are going, you will end up somewhere, but not necessarily where you want to be. Identifying obstacles makes them potentially easier to overcome. Keeping the destination in mind will motivate you to create the discipline needed to achieve your goals.

**Step Two:** Create a strategy, accounting for both short and long-term needs. A strategy makes the process easier to understand and follow.

**Step Three:** Choose an appropriate mix of investments to reflect your risk tolerance, current economic and investment climate and tax environment. The asset allocation will be the largest factor which determines your rate of return. A skilled adviser will match your characteristics with market conditions to maximize success.

**Step Four:** Monitor portfolio and how it corresponds to the changes in your life. Your adviser will pay attention to any changes that need to be reflected in your portfolio as well as continually repeat steps one through three to make sure you’re still on track.

A skilled adviser will help provide discipline, ongoing strategic planning and support, allowing you to concentrate on what is important in your world, or, simply enjoy life!
GOALS AND STRATEGIES

By establishing a strong road map, it will help you to stay on track.

Your financial adviser will first ask questions to learn of your current situation and help identify your risk tolerance, investment goals and how long you have to complete the task. Developing your investment strategy will give direction for your adviser to follow when making decisions in your portfolio.

The adviser will then assemble a mix of investments that reflect your attitude toward risks versus return, time horizon and any other issues that are important. They should take into account your tax position and identify all investment fees.

Asset allocation is a critical factor in determining the overall returns of your portfolio. A well-diversified portfolio will help reduce volatility, creating stability, while trying to maximize returns. Other strategies like dollar cost averaging and periodic rebalancing can also be effective.

It’s your adviser’s job to provide skilled management with an eye to achieving your goals and objectives.

THE FIDUCIARY STANDARD

By acting as a fiduciary, your adviser is required to act with your best interests at all times.

Some expectations of a financial adviser acting as a fiduciary:

- The client goals, time horizon and risk levels are identified and asset classes are consistent with these factors.
- An investment policy statement is created to communicate your plan as well as determine roles and responsibilities of all parties.
- Expected returns are consistent with risk level, their goals and objectives.
- The level of fees charged to the client are fair and disclosed.
- Plans have been made to ensure money is accessible when needed.
- Periodic reviews are made to monitor progress toward goals.
- Client information is protected.

An adviser who is an AIF (Accredited Investment Fiduciary) or a CFP (CERTIFIED FINANCIAL PLANNER), must adhere to the Fiduciary Standard.
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MAPPING OUT YOUR FINANCIAL JOURNEY

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