

## Financial Marketing Communications

### STEADY HANDS

*"This time it's different."*

That's a phrase we usually associate with market tops. Just before the internet investment bubble burst, for example, we heard rosy economic forecasts and excellent rationalizations for inflated stock values. As we know, markets will right themselves; bubbles will burst.

Now we are in a very different situation, with unprecedented economic distress. It really is different for the financial markets. We've seen breathtaking global market contraction. Unprecedented government reactions. Uncertainty about the course of the pandemic hangs in the air over everything.

"Don't panic" may sound soothing, but it is not an investment plan. We can't offer you a panacea in these circumstances, and you should be aware of any circumstances that may force fundamental changes in the global financial infrastructure.

They will take time to unfold. In the meantime, you to work with us to ride out this financial storm.

We do have faith that the markets will, ultimately, stabilize again. We don't know how long that will take.

Whether you already have a relationship with us, or trust with us, or that relationship in our future, we invite you to talk to us about your concerns. We are here for you.

#### STAY READY

We can't know when prices will reach their peak, just as we can't predict when the market will turn on the par. But when that low is reached, stock prices represent the investment opportunity of a lifetime. The Federal Reserve and government levels will be over time to restore the economy. In time, if we succeed, that will be reflected in the market indices.

#### WE ARE A FIDUCIARY

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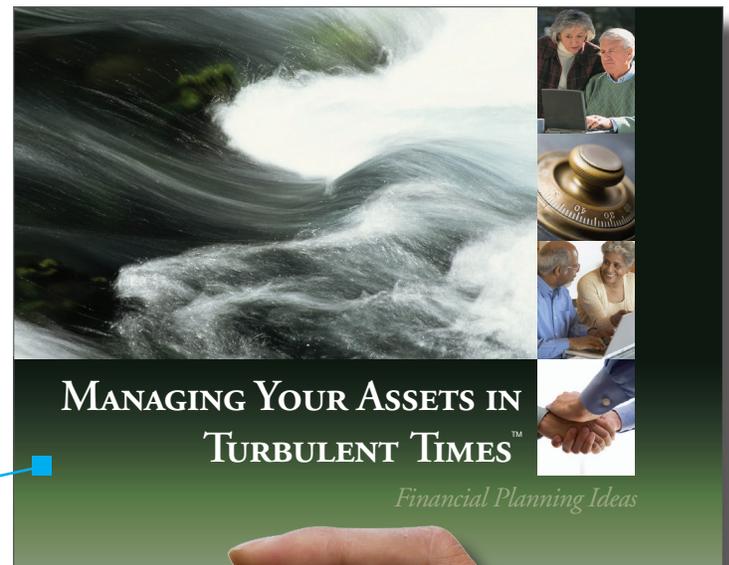
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*The coronavirus pandemic has caused unprecedented turmoil in the financial markets, creating much worry and concern for your trust and investment management clients. Here are two ways to help calm their concerns while reinforcing your position as a trusted advisor.*

### Steady Hands

500-word piece that calms your customers regarding financial market gyrations and highlights the benefits of working with investment managers who are fiduciaries. Print copies for handout, statement enclosures, e-mail distribution, and post on your website.

One-year unlimited print and digital license: \$500

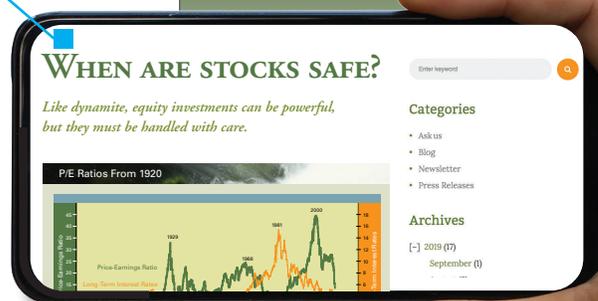


### Managing Your Assets in Turbulent Times

In print, 12 pages. 8-1/2" x 11", digital version for posting, e-mailing and optional online flipbook. Give comfort to customers by putting the current market turbulence into long-term context of market recoveries and performance. Sections include Highlights of the new CARES Act, How a Balance of Stocks and Bonds Reduces Risk, and Time for an Estate Planning Checkup.

One-year unlimited print and digital license: \$995

***We will be happy to print copies and prepare digital files in your brand design and colors.***



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