

# BASSETT, DAWSON & FOY, INC.

COMPREHENSIVE WEALTH MANAGEMENT *\*Since 1984*

\*An Independent Registered Investment Advisor

## *OUR PROCESS*

PRESENTED TO:

BDF clients/prospective clients



Bassett, Dawson, & Foy, Inc.

1011 Centre Rd, Suite 110

Wilmington, DE 19805

302-999-9330

[www.bdfwealth.com](http://www.bdfwealth.com)

Securities offered through

**Raymond James Financial Services, Inc.**

Member FINRA/SIPC

*Dedicated To the Prudent Stewardship Of Our Clients' Wealth*

Material prepared by Raymond James for use by its advisors.

**RAYMOND JAMES®**

# Objectives of This Presentation

*The purpose of this presentation is to introduce you to Bassett, Dawson & Foy, Inc., our process and the extensive capabilities that enable us to serve our clients. Our objective is to determine if a relationship with us would be mutually beneficial.*

## **Bassett, Dawson & Foy, Inc.**

Commitment to Our Clients

Our Process

The Raymond James Advantage

## **Financial Solutions**

Planning for Retirement

Protecting Your Wealth

Building Your Legacy

Lending and Cash Management

Wealth Management Solutions

## **Investment Solutions**

Capital Market Access and Research

Professional Asset Management

Flexible Account Types

Alternative Investment Opportunities

## **Solutions for Businesses and Corporations**

## **Effective Communication**

## **Next Steps**

**BASSETT, DAWSON & FOY, INC.**

COMPREHENSIVE WEALTH MANAGEMENT \*Since 1984

**RAYMOND JAMES®**

# Why Hire a Professional Financial Advisor?

---

Significant life events such as retirement and wealth transfer are complex and require careful planning.

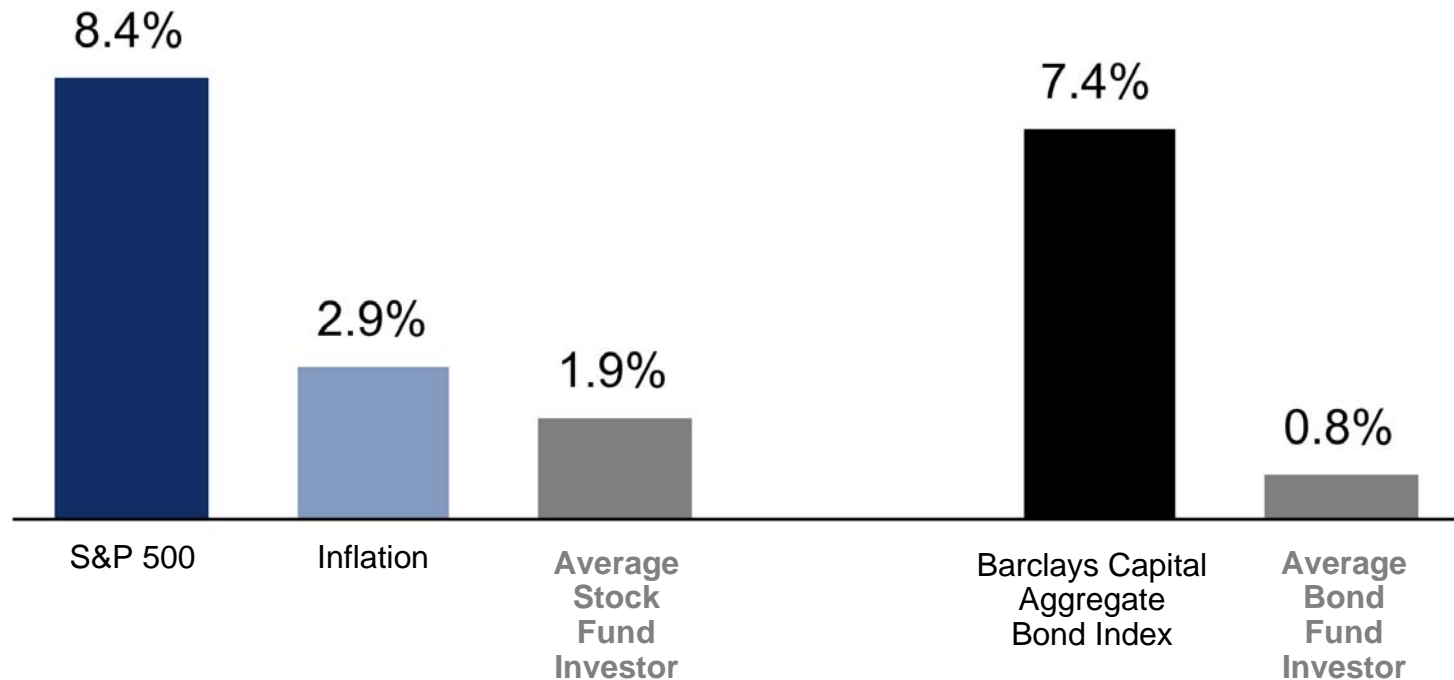
---

Individual investors have historically underperformed relevant benchmarks and institutional investors.

---

Emotional factors and natural biases lead individual investors to poor market timing decisions.

# Individual Investors Have Underperformed

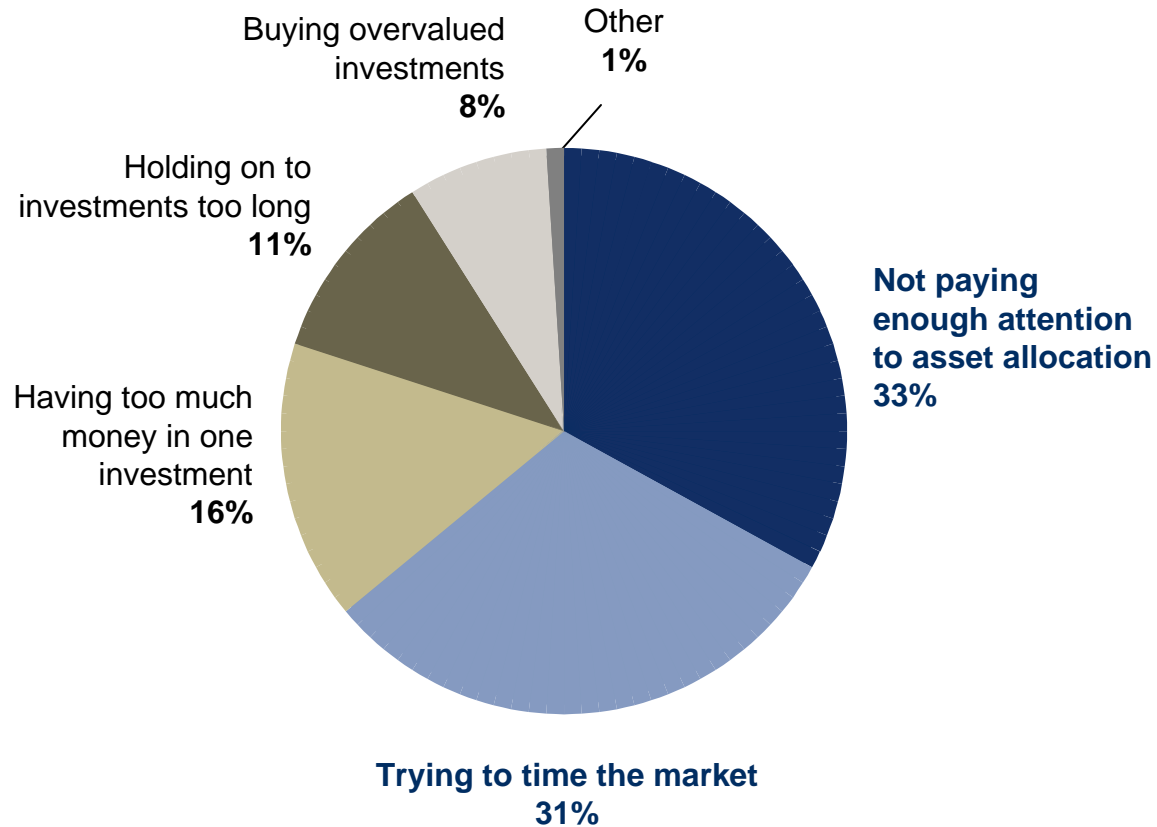


Past performance is no guarantee of future results. ©2009 DALBAR, Inc. This information is for illustrative purposes and seeks to demonstrate the virtues of a buy-and-hold strategy rather than trying to time the market. The calculations assume a \$10,000 initial investment over the specified time period from 1988 through 2008.

# Additional Chart Disclosures

- The fact that buy-and-hold has been a successful strategy in the past does not guarantee that it will continue to be successful in the future.
- The average (equity and fixed income) investor refers to the universe of all (equity or fixed income) mutual fund investors whose actions and financial results are restated to represent a single investor. Average (equity and fixed) investor returns are represented by a change in assets, excluding sales charges, redemptions and exchanges.
- This method of calculation captures realized and unrealized capital gains, dividends, interest, trading costs, sales charges, fees, expenses and any other costs.
- Equity performance is represented by the Standard & Poor's 500 Composite Index (an unmanaged index of 500 widely held stocks). Fixed Income performance is represented by the Barclays Capital Aggregate Bond Index (an index which measures changes in the fixed rate debt issues rated investment grade or higher. The aggregate index is comprised of the government/corporate, the mortgage-backed securities and the asset-backed securities indices).
- Inflation rate represents the monthly value of the consumer price index and is converted to a monthly rate. The monthly rates are used to compound a "return" for the period under consideration.
- An investor cannot invest directly in an index. Index returns do not reflect the deduction of fees, trading costs or other expenses.

# The Most Detrimental Investor Mistakes

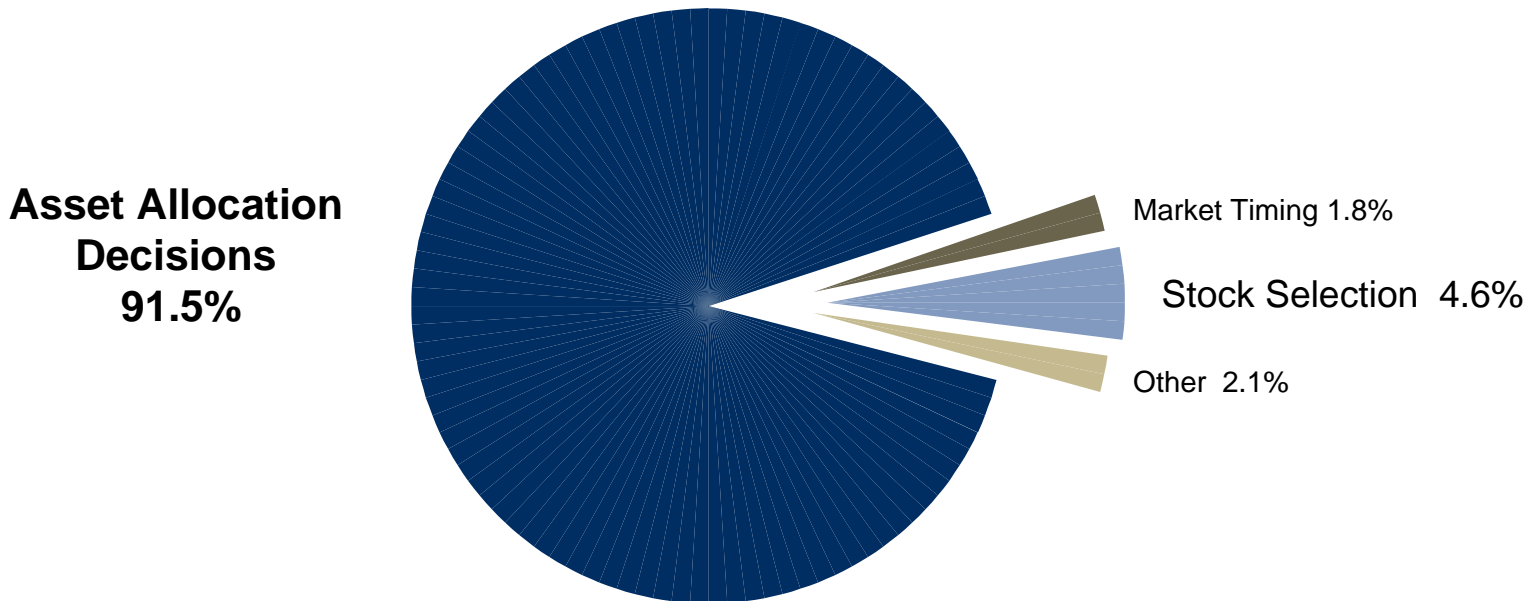


Source: AllianceBernstein Investments. 2005 Survey of Financial Advisors on Asset Allocation

# Investors' Time on Asset Allocation Decisions

*Asset allocation decisions are among the most important factors affecting total portfolio volatility.*

Factors in Portfolio Volatility



Source: Brinson, Beebower and associates, "Determinants of Portfolio Performance," 1986, updated 1991 and 1995.  
Asset allocation does not ensure a profit or protect against a loss.

# Investors Tend to Chase Investment Returns

*Net flows by broad investment categories at major inflection points in the market:*



There is no assurance that past trends will continue into the future.

Source: Investment Company Institute. The categories listed above, Equity and Fixed Income, represent those funds categorized as such by the Investment Company Institute.

## Our Mission

To help our clients achieve their own unique goals by managing their assets, protecting their wealth and building their financial legacies.

---

## Our Approach

We serve our clients with a consultative, team-based approach that examines all aspects of their financial lives. We put our clients' interests above our own or those of our firm.

---

## Our Objective

To accomplish our mission profitably, while giving back to our community.

We make these  
commitments to  
our clients:

**Protection of Privacy**

**A Disciplined Investment Process**

**Objective Recommendations**

**Regular and Effective Communication**

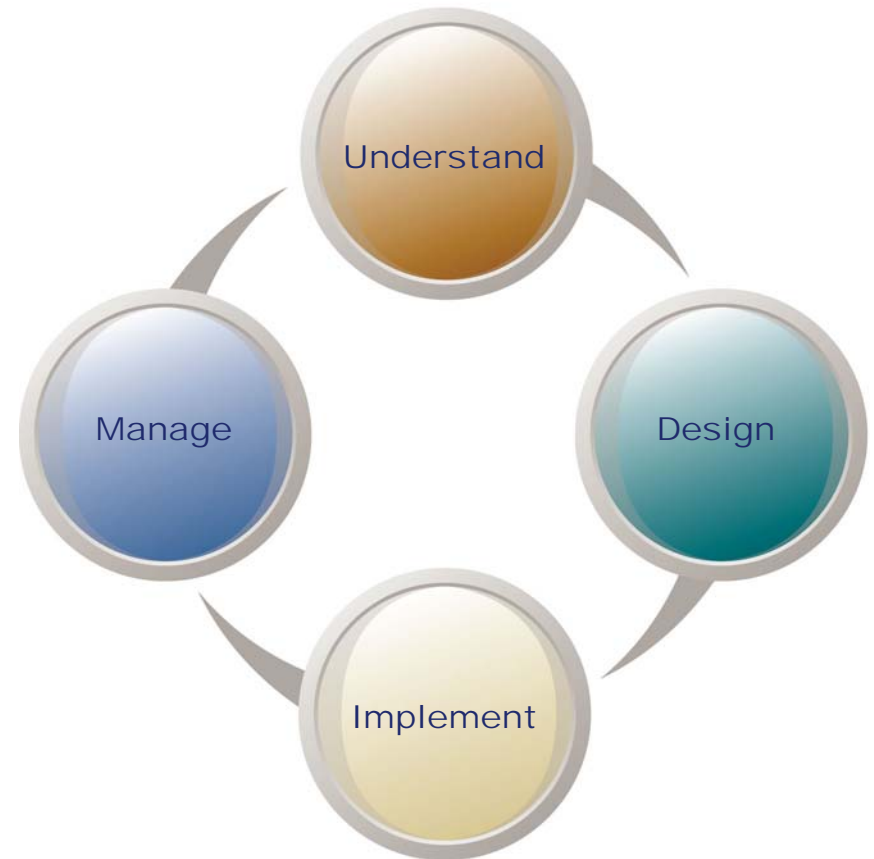
## OVERVIEW Our Client Process

*We employ a disciplined process to craft solutions to meet the needs of our clients.*

Individual investments and the markets fluctuate over time, and as professionals, it is our job to enable you to make informed financial decisions using the full complement of resources at our disposal.

This process provides a framework for making decisions collaboratively and monitoring the outcome of those decisions over time.

Each step involves interaction between our team, the client and outside professionals if needed.



This process is a dynamic, team-based endeavor. To be most effective, it should include the client, relevant members of his or her family, our team, select Raymond James specialists, and outside professionals where appropriate.

### **Understand**

We use a variety of tools including questionnaires and interviews to understand your personal goals, current financial situation, investment experience and risk tolerance. In this step, we make you fully aware of our capabilities and provide educational support to assist our clients in understanding the scope of services we offer to help you meet your objectives.

### **Design**

Our team analyzes the information you share with us and designs solutions intended to help you reach your objectives. This step may involve collaboration with other specialists or your existing professionals. We present our recommendations to you, answer your questions, consider alternatives and outline the steps we need to take to implement your plan.

### **Implement**

In this step, we execute your customized strategy using the extensive tools available to us through Raymond James. This involves the selection of specific account types, investment products and optional services; we then complete the necessary paperwork in a coordinated approach.

### **Manage**

Once implemented, we continually monitor the progress of our recommendations relative to your defined objectives and suggest changes where needed. A key to this step is your involvement in the process and communication of any significant changes in your life. We accomplish this by providing ongoing reporting of your account activity and by conducting periodic reviews.

## OVERVIEW The Raymond James Advantage



The decision to hire a professional financial team should take into account the quality and professionalism of the firm that stands behind them.

In choosing to do business with our team, you are also doing business with Raymond James.

It is important that you understand how our team's relationship with Raymond James benefits you by providing us the tools and resources to execute our mission to serve clients to the best of our abilities.

# OVERVIEW The Raymond James Advantage

## *Why Raymond James?*

**The Firm Has an Individual Client Focus:** Raymond James is a firm with its roots in the business of providing financial guidance and planning to individual investors and families. This remains the firm's primary business today. Raymond James has been a leader in the industry with client-focused decision-making since the company's founding in 1962.

**Full Resources of a Large, Multinational Financial Services Firm:** Raymond James is one of the largest financial services firms in the United States, with the scale and resources to support a wide array of products and services. With more than 10,000 associates worldwide and revenues of \$2.6 billion in 2009, the company's business includes investments brokerage, professional asset management, insurance solutions, trust services, investment banking, and private and commercial banking.

**A Culture of Independence and Objectivity:** As financial advisors, we are given flexibility and independence to serve our clients without a corporate "push" of proprietary products. We have access to one of the widest platforms of product choices and account types in our industry with access to over 20,000 mutual funds, 100 money managers and 60 insurance carriers.

**Consistent Leadership and Independence:** Executive Chairman Tom James has fostered a culture of consistent leadership and independent thinking that enables firm employees and financial advisors to act in the best interests of clients and be innovative in our solutions to meet their needs.

Raymond James' culture and extensive resources enable us to serve our clients effectively with their best interests as our top priority.

Raymond James was the first financial services firm to create a Client Bill of Rights and Responsibilities in 1994. Today, our industry has recognized this document as a best practice and many firms have followed its example.

**BASSETT, DAWSON & FOY, INC.**

COMPREHENSIVE WEALTH MANAGEMENT \*Since 1984

**RAYMOND JAMES®**

# OVERVIEW The Raymond James Advantage

## *Raymond James: A Firm With Substantial Size*

- Member of the Fortune 1000
- Total client assets under administration over \$223 billion\*
- Asset management subsidiaries manage in excess of \$29 billion\* of financial assets for individuals, pension plans and municipalities.
- 4,000 support associates located in corporate locations
- Raymond James has more than 2,300 branch locations throughout the United States, Canada and overseas. The firm also maintains an array of affiliated international offices including Paris, Nice, Cannes, Brussels, Buenos Aires, Düsseldorf, Stuttgart, Luxembourg, Geneva, Lausanne and Montevideo.



\*As of 9/30/09

# OVERVIEW The Raymond James Advantage

## *Raymond James: A Firm Focused on the Individual Investor*

Raymond James was founded by Robert A. James in 1962 to serve individual investors by examining all aspects of their financial needs while providing sound investment guidance. That tradition lives on today through the financial advisors of our Private Client Group.

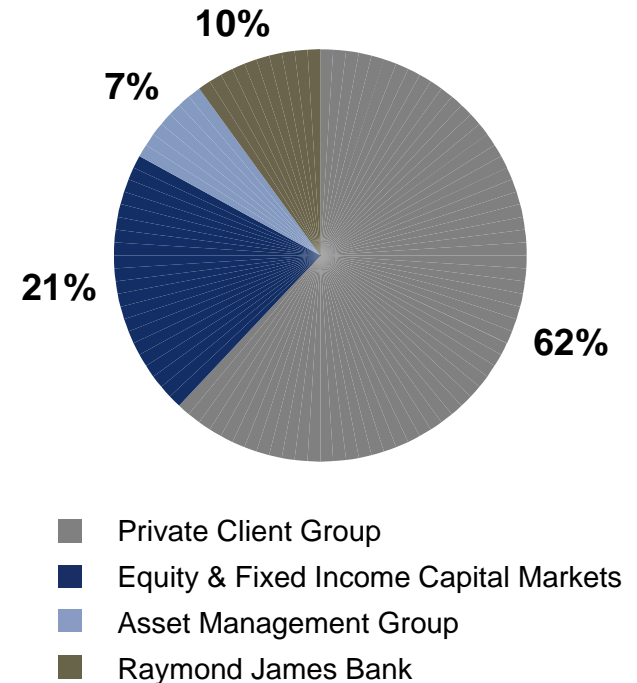
Similarly, our corporate culture has always been – and continues to be – grounded in conservative management, high ethical standards, measured growth and a commitment to superior client service.

That focus has enabled the company to avoid many of the problems that have plagued – and continue to plague – many other financial services companies.

Florida-based Raymond James (NYSE: RJF) is a publicly traded, diversified holding company providing financial services to individuals, corporations and municipalities through its subsidiary companies in the United States, Canada and overseas.

In an era of industry turmoil, economic turbulence and extreme market volatility, Raymond James has stayed true to its original mission of serving each client with individualized high-quality solutions.

2009 Total Revenue



# OVERVIEW The Raymond James Advantage

*Extensive Resources to Help Meet Our Clients' Objectives*



Our team utilizes the extensive resources of Raymond James to meet the needs of our clients. This approach allows us to provide a wide range of solutions by leveraging the expertise of Raymond James professionals, while collaborating with your existing legal and tax relationships.

# OVERVIEW The Raymond James Advantage

## *Account Protection*

**Assets held within a Raymond James account are protected in three ways.**

The financial strength of Raymond James.

---

Raymond James & Associates is a member of the Securities Investor Protection Corporation (SIPC), which protects securities customers of its members up to \$500,000 (including \$100,000 for claims for cash). An explanatory brochure is available upon request, at [sipc.org](http://sipc.org) or by calling 202-371-8300.

---

Raymond James has purchased excess SIPC coverage through various syndicates of Lloyd's, a London-based firm. Excess SIPC is fully protected by the Lloyd's trust funds and Lloyd's Central Fund. The additional protection currently provided has an aggregate firm limit of \$750 million, including a sub-limit of \$1.9 million per customer for cash above basic SIPC for the wrongful abstraction of customer funds. Account protection applies when a SIPC-member firm fails financially and is unable to meet obligations to securities clients, but it does not protect against market fluctuations.

## OVERVIEW The Raymond James Advantage

### *Raymond James Recognition*

#### **For its efforts, Raymond James has received numerous other accolades and awards:**

In May 2010, six Raymond James analysts ranked in the top five for their coverage industries in *The Wall Street Journal's* annual "Best on the Street" survey, with the firm placing 7th overall among 183 brokerage firms.\*

---

In 2009 and for the second consecutive year, Raymond James ranked first nationally among full-service brokerage firms in *SmartMoney's* Annual Broker Survey, securing top ratings for customer satisfaction and account statements and also earning top marks for its corporate website.\*

---

In 2008, Raymond James was ranked "Highest in Investor Satisfaction with Full Service Brokerage Firms" in the J.D. Power and Associates 2008 Full Service Investor Satisfaction Survey.\*

---

In 2008, Raymond James Financial was the only major investment services firm to be named to *Forbes* magazine's list of "America's Most Trusted Companies," and in December 2008, Raymond James was named one of *Forbes* magazine's "400 Best Big Companies in America" for the seventh time.\*

\*Please refer to the disclosures on the next slide.

## OVERVIEW The Raymond James Advantage

### *Raymond James Recognition*

*SmartMoney*™ does not endorse any product or service of Raymond James.

Raymond James received the highest numerical score among full-service brokerage firms in the proprietary J.D. Power and Associates 2008 Full Service Investor Satisfaction Study<sup>SM</sup>. Study based on responses from 4,528 investors measuring 19 investment firms and measures opinions of investors who used full-service investment institutions. Proprietary study results are based on experiences and perceptions of consumers surveyed in April-May 2008. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).

*The Wall Street Journal* does not endorse, sponsor or approve the investment program of Raymond James. Past performance is not indicative of future results.

The *Forbes* rankings for “America’s Most Trusted Companies,” are compiled by financial analytics company Audit Integrity after it assesses companies for the integrity of their operations. The *Forbes* rankings for the “400 Best Big Companies in America” are based on stringent criteria including accounting and governance ratings, revenue, positive equity, long-term earnings growth and debt-to-capital ratios.

## NEXT STEPS

- Decide if a relationship with us would be beneficial.
- Discuss relevant information we need to collect from you including existing bank and brokerage statements.
- Complete our questionnaire.
- Set up a follow-up meeting or conference call.

