




CYPRESS
asset management

Today Could Be Different For You

IMAGINE MORE LIFE

You don't need to watch the daily Wall Street market report. You've stopped worrying about the forecasts of "market experts." Your plan is in place and it's being followed. The weight of investing has been lifted from your mind. From day one, working with Cypress Asset Management LLC has been different.



Your advisors are interested in building a relationship, not just adding an account. They take a genuine interest in your life and objectives. They help you follow a course that pursues your goals, focusing on an intelligent, long-term approach. It is based on decades of academic research that gives you confidence and reduces your stress. Your view on investing has changed. Imagine the difference.

A SENSIBLE APPROACH DESIGNED TO PUT YOU AT EASE

Investors like to be secure. So we conduct our business based on values our clients appreciate. Our principles define the way we work and paint a picture of what it's like to work with us. We focus on you. CAM designs every aspect of the process with you and your investments in mind. We get to know your personal goals and your level of risk tolerance. We **create a map and use it.** Investors who don't follow a plan often find themselves short of their goals and missing the mark. Together we draw a clear investment map designed to last for years. We follow it closely and keep tabs on progress. We help you remain consistent and disciplined because impulsive mid-course changes can be devastating to

your results. Your outcome hangs on your ability to stay on course. **Personal information is private and secure.** Our security measures are a priority. All investment funds are kept at Schwab Institutional or other appropriate platforms. We operate with **financial transparency.** You deserve a proper understanding of your statements and the



full range of costs. CAM is a fee-only practice, keeping our interests aligned with yours. You deserve knowledgeable, individualized attention, so that is our focus. **We work as a team**, offering you a full range of resources to help you make sound investment decisions, using in-house expertise or carefully selected alliances that best serve your needs. Our goal is to give you an accurate picture of your options and how they will contribute to your plan. The result is an unmatched sense of personal confidence and security.

THE BEST ECONOMIC THINKING TRANSLATED INTO INVESTMENT PRACTICE

You are looking for a **solid method of investing** — one that will allow you to confidently build a future. In 1990, three Nobel-prize-winning economists were recognized



for their roles in the development of **Modern Portfolio Theory**. It helped to explain how markets really work and showed a smarter way to invest. Instead of active investing, relying upon attempts to time the market or pick future winning stocks, the investor builds and adheres to a disciplined portfolio of diversified passive asset class components. Using



this practice, the investor learns the importance of lower costs, effective diversification and creating a portfolio designed to provide the highest expected return for a chosen level of risk. These principles are endorsed by the American Law Institute for the prudent management of fiduciary trusts. **CAM places you in the right position** to capitalize on asset class investing. We keep a year-round, tax-conscious eye on your investments. To create your portfolio, we provide superior access to exceptional building blocks. You can also take advantage of other services provided within our network of strategic alliances. Best of all, you get a plan. You know your strategy. You understand the purpose of each step. Our constant objective is to help you meet your long-term financial goals. Our **array of services** provides a platform from which to grow. These include: developing a written plan based on your goals and needs; maintaining globally diversified tax efficient investment portfolios; building customized bond portfolios for fixed income investors; planning for retirement and other major life events; managing qualified retirement plan assets; and meeting risk management needs through appropriate insurance applications.



CREATIVE ENERGY FUELED BY RAPPORT AND TRUST

Client/Team synergy is the foundation for implementing good strategies. So we pay attention to how you get to know us and how we get to know you. We are solution providers, accessible and ready to respond to your particular needs, to learn about you and your goals. We have gathered a **diverse range of expertise**, including direct access to some of the most respected people in the industry. People from your network of professionals or from ours will be part of your team as needed.

We cultivate an environment of learning and exploration, so that you understand your options. You'll feel comfortable

asking questions. We give answers in plain English with the level of detail you want. The more you know, the more comfortable you become with the relationship. We feel so strongly about our approach that we are clients too. We treat your investments the same way we treat our own. It gives us a client perspective and keeps our eyes on providing excellent service.

LET US PUT IT ALL TO WORK FOR YOU

In 2001, we created a place where investing just feels right. The process we use is understandable. It will give you a new enthusiasm about your future because you'll see its sensibility and appreciate how it eases your investment anxieties. We want to help you **make sense of your financial options**. We advise individuals, families, corporations, qualified retirement plans, partnerships, not-for-profits — investors with a desire to pursue long-term financial objectives. Find out how fulfilling it can be to approach investing with a confident vision. Let us show you how CAM is different. Contact us, or visit our Web site at www.cypram.com.

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Cypress Asset Management LLC
4814 N. Prospect Rd.
Peoria Heights, IL 61616

phone | 309.679.9146
fax | 309.679.9147
web | www.cypram.com
e-mail | mike@cypram.com