ASSET MANAGEMENT BUILT ON INTEGRITY AND EXPERIENCE

ProffittGoodson
INVESTMENT MANAGEMENT

Firm Profile

Established: 1987

Combined Experience: Over 50 years

Average Client Relationship: 10 years

A Partner with Proven Expertise

For more than 25 years, Proffitt Goodson has served as a trusted partner of individuals and families, providing wealth management guidance and solutions based on a thorough understanding of each client's situation and goals. We take an objective and proactive approach, bringing proven expertise to bear on every aspect of a client's wealth—from accumulation and growth through preservation and distribution.

The Power of a Holistic Approach

Our comprehensive approach is designed to create a plan that strives to achieve your near and long-term goals, whether you are seeking fundamental investment management, need to ensure an orderly succession plan for a family business, or are looking to establish a philanthropic legacy that makes a difference in your community.

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Our Clients Include Individuals, Families, and Institutions

- Generational wealth from the sale of family businesses.
- Individuals receiving distributions from corporate retirement plans and IRA rollovers.
- Entrepreneurs and professionals too busy to manage their own portfolios.
- Surviving spouses managing proceeds from estates.
- Trusts created through estates.
- Charitable foundations.
- Pension, employee benefit, and 401(k) plans.

How We Work with You

As our client, you will benefit from a collaborative relationship that addresses—and anticipates—your needs. We follow a disciplined investment management process that provides a structured approach, while allowing for customization as your situation demands.

What Makes Us Different

We've had the privilege of working with individuals and families for over 25 years, often over several generations. We've learned that clients value and appreciate the combination of traits that distinguish our firm.

Objective Advice: We have no associations to banks or brokerage firms, and no hidden agenda. Our only concern is helping you attain your investment goals. Our independence allows us to align our interests with our clients and make critical unbiased judgments about investments we might not otherwise be able to make.

Expertise: Our extensive experience through both good and bad times continues to shape our approach and perspective. Our team-based approach builds on the specialized expertise of our investment professionals who hold a collective experience spanning more than 50 years.

Cost Control: Commissions, fees, and taxes can significantly impact investment results. Excessive costs create additional risks for investment portfolios and make achieving financial goals even more difficult. Over the years, we have become skilled at minimizing investment costs – it's a passion for us and a core element of our process.

Discipline: Fundamentally, we believe investing is a long-term process, and that investors are generally rewarded for maintaining a consistent and disciplined strategy.

Personal Relationships: Our clients experience only one kind of relationship—the kind based on deep understanding and mutual respect. Such relationships are, in our experience, fundamental to the success of every wealth management plan.

Investment Management: Institutional Thinking for Individual Investors

We believe that individuals and families with significant wealth can benefit from the rigor and sophistication that typically characterize institutional portfolio management. Our approach to managing client assets is rooted in the following core strengths:

Deep Understanding. Before we invest any money, we determine a client's goals, tolerance for risk, and time horizon. We measure these factors against our extensive knowledge of investments. Only then do we consider asset allocation and diversification.

Refined Portfolio Construction. Based on the specifics of each client's situation, we provide exposure to an appropriate mix of traditional and nontraditional assets. We also seek to provide diversification within each asset class—across sectors, industries, countries, and currencies.

Rigorous oversight. When implementing a client's investment strategy, we use a stringent process to screen possible investment solutions, selecting those that meet the objectives established for the client. Once the appropriate securities have been chosen, we provide ongoing oversight and make changes as necessary.

It Starts with a Conversation

To learn how you can benefit from wealth management based on integrity and experience, please contact us at **info@proffittgoodson.com** or **865-584-1850**.

The CFA Perspective

Today's financial markets demonstrate the importance of having reliable evidence of your financial adviser's integrity, experience, and commitment. Among the credentials that financial professionals may hold, none are more highly regarded than or as rigorously focused on investment knowledge as the CFA (Chartered Financial Analyst®) designation. At ProffittGoodson, we are committed to maintaining the high standards for ethics, integrity, and professionalism embodied by the CFA Institute.

Ethics

Ethics are a core component of the curriculum that leads to the CFA designation. Every CFA charterholder is required to annually sign a statement declaring adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

Knowledge and Experience

Every CFA charterholder has at least four years of industry experience and has passed 18 hours of rigorous examinations on subjects that include investment tools, asset valuation, portfolio management, and the application of ethical and professional standards.

Global Relevance

The CFA charter has become the global professional investment credential. There are CFA charterholders in more than 130 countries, with increasing demand worldwide for the CFA program.

Recognition

The Economist has called the CFA credential the "gold standard" of the investment industry. Respect for the program's professional standards has made the CFA designation the mark of distinction for investment professionals worldwide.

Learn more at CFAInstitute.org