# Building A Successful Long-Term Investment Strategy

## *A Valuable CPE Presentation*

Certified Public Accountants maintain a unique position of professional trust with the public at large and their clients in particular. This trust is well-deserved, backed by a long history of providing impartial, unbiased advice. While CPA's are the foremost experts on tax issues, invariably their reputation for competency and neutrality cause clients to regard them as their preeminent source of information relating to a wide variety of financial concerns.

*Building a Successful Long-Term Investment Strategy* is aimed at raising the capacity of CPA's to effectively deal with questions clients may pose regarding investment issues. Its main purpose is to help CPA's build competence as a source of sound, overall investment advice from a critical big-picture standpoint as well as with regards to some of today's most commonly utilized investments. In addition, it provides insight into areas where retail investment brokers often do clients a major disservice.

## *Brought Directly To Your Office*

You are busy and your time is valuable. This CPE presentation is offered to you at your convenience in the comfortable confines of your own office. The teaching method is lecture format and well-suited for presentation to single or multiple participants, facilitating easy question and answer interaction. Meetings can be scheduled virtually any business day of the week throughout the year.

## *At No Cost To You*

This informative CPE service is provided at no cost to you. We are a fee-based investment advisory firm and earn our living by providing private wealth management services to modestly affluent individuals. From working with our clients and their CPA's we have come to understand the importance of the client/accountant relationship. Our CPE endeavors provide us an opportunity to interact with professionals who are an integral part of our target market while simultaneously providing something of value in return.

## *By An Informed Professional*

Thomas Smith began his financial services career 15 years ago, learning the investment industry from the ground floor up. Over the years he has had experience as a trading desk broker, operations and trading supervisor, Compliance Director for a major regional investment firm, Director of Research and Financial Planning Services for the same firm, and a Senior Portfolio Manager for a registered investment advisory firm. This well-rounded background has enabled him to build a working knowledge of most every aspect of the financial services industry.

Along the way he obtained the two most prestigious professional designations in the industry. First, the Certified Financial Planner (CFP), considered the preeminent financial advisory designation. Second, the Chartered Financial Analyst (CFA), which is the designation required of virtually all professional investment managers, including mutual fund managers. The CFP and CFA represent a cumulative five years of post-graduate study.

## *Presentation Overview*

*Building a Successful Long-term Investment Strategy* provides you with a comprehensive, common-sense approach to successful investing. Drawing upon his many years of experience and professional training, Thomas Smith is able to point out mistakes he has seen repeated time and again by investors. In addition, he provides an insider's perspective into the actions employed every day by the financial service industry that run counter to the best interests of the clients it purports to serve. Topics include:

***Gambling vs. Investing***

***The Importance of Asset Allocation***

***Understanding Asset Classes***

***Identifying Risk Tolerance***

***The Cost of Investing***

***The Impact of Inflation***

***How Investments are Taxed***

***Haphazard Investing***

***Tracking Performance***

***An Unvarnished Look at the Retail Investment Services Industry***

Though full of insightful and useful information, this is nevertheless a basic level presentation. There are no prerequisites and no advance preparation is required. Upon its completion, you will be better able to provide knowledgeable advice to your clients in an area of high interest and critical importance to them.

## *Summary Information*

Thomas Smith and Associates, located in Charlotte, is a fee-based, private wealth management firm providing high-level financial advice and personal portfolio management services to the modestly affluent. For more information about our firm please visit **www.thomasmith.com.**

A minimum of **four CPE credits** will be earned by attending this 3½ hour presentation. Additional credits may be earned if sufficient question and answer discussion relevant to the topics covered cause the time allotted to exceed the normal 3½ hour period. These extra credits will be awarded in ½ credit increments for every 25 minutes of applicable discussion, as determined by the presenter.

**To schedule a CPE presentation in your office please contact:**
**CPE@thomasmith.com**

## Disclaimer

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