

About Colonial Consulting, LLC

Independent, Full Service Investment Advisors

Colonial Consulting was founded in May of 1980 to provide investment advisory services primarily for not-for-profit institutions. We have maintained this objective during the past 30 years, as over 90% of our clients are endowments, foundations and other not-for-profit organizations. As a result, our firm is structured to specifically work with the requirements and challenges of these institutions. We are not affiliated with any other company and have no other lines of business: 100% of our revenues come from our consulting clients.

Our Mission as INVESTMENT CONSULTANTS

For more than thirty years, Colonial Consulting's primary goal has been to serve as an effective investment advisor to its clients. Our efforts are focused on a number of areas and are driven by the deeply rooted philosophy that we exist to serve clients and that their success defines our own.

Returns

Our clients are involved in a number of critically important areas such as fighting poverty and disease, education, enhancing opportunities for the disenfranchised and funding the arts to name a few. Providing exceptional investment advice, as measured by long term rates of return, enhances each client's ability to achieve their charitable mission.

Information Quality

We seek to provide accurate, timely and unbiased information as these attributes foster confidence in investment strategies that are not effective at every point in time but are likely to succeed over longer periods.

Customized Advice

Our focus on serving clients demands that we address the specific needs of each rather than forcing client concerns into the universe of knowledge that we may already possess. As such, we continually seek to improve not just our knowledge of various investment strategies but also to enhance our understanding of the specific issues that individual non-profit institutions face.



No Conflicts of Interest

Placing client interests above our own demands an environment that is free of conflicts of interest.

Historically, we have been fortunate to serve as investment advisor to a broad array of charitable institutions with some relationships spanning nearly three decades. Yet, many of our clients have objectives that are perpetual in nature, a characteristic that demands continual evolution on our part.

Achieving a challenging set of objectives can only happen with the presence of a talented and motivated group of professionals working towards a set of common goals. In that regard, we are proud of what has been accomplished to date while also remaining keenly aware of how much more can be done to serve clients in an increasingly complex investment climate.

MAJOR FOCUS ON SERVING CLIENTS <i>Quality & timeliness of materials, responsiveness, audit support, donor/board meetings & transition work are a few examples of our focus on client service</i>	ASSET ALLOCATION RISK MANAGEMENT <i>Highly disciplined exposure with a focus on building well diversified portfolios consistent with our client's time horizon & risk tolerance</i>
MANAGER SELECTION <i>Investment excellence is rare. Successful long term outcomes demand a highly selective process.</i>	PROACTIVE ADVICE <i>Our performance orientation, forward looking analysis and focus on risk are key drivers of performance.</i>

"We seek to add value by leveraging our experience with talented investors. Our firm is driven to provide information and advice so that our clients can achieve long-term investment results that meet or exceed their goals."

Colonial Consulting provides unlimited, in-depth and customized investment advisory services. Our unique characteristics distinguish our firm's services.

Our INVESTMENT PHILOSOPHY

Our investment philosophy is focused on earning the highest possible returns within the confines of an acceptable level of risk. As our clients typically have a long time horizon, we, in turn, take a long-term, strategic approach. We have applied this approach consistently since the inception of our firm in 1980. Our investment philosophy is as follows:

- Asset allocation should involve intelligent diversification. Combining a variety of equity, fixed income, and alternative asset classes is the most effective way to accomplish this. However, asset classes should only be included when their portfolio weight will permit them to have a meaningful impact on performance. This helps prevent over-diversifying the portfolio.
- Our focus is to provide a strong roster of investment options. Portfolios should be allocated to asset classes with high long-term returns, such as equities and alternative investments, while seeking balance through allocations to lower returning/less volatile asset classes, such as fixed income. For portfolios with high long-term return objectives, allocation to low return classes will be relatively modest and depend on the portfolio's liquidity needs and risk tolerance. Portfolios are well-diversified to allow for the achievement of strong returns during a wide variety of economic and market conditions.
- Attempts to predict short-term market behavior via market timing strategies should be avoided. This does not preclude efforts to capitalize on opportunities created by market conditions which we consider distinct in that success is not dependent on short term forecasts or timing.
- World-class investment managers should be retained and are generally expected to outperform index funds over three to five-year periods. For efficient asset classes, index funds should play a significant, though not necessarily exclusive, role.
- Highly disciplined rebalancing strategies should be established between asset classes and within each asset class. This is one of the simplest ways to exploit the cyclical nature of financial markets.

We are comfortable advising clients in all aspects of their investment process. Please note that we place no limits on our services under our all-inclusive fee structure. We serve in an advisory capacity only and do not offer investment products or manage money on behalf of clients.

Our INVESTMENT CONSULTING SERVICES

- Unlimited meetings
- Establishment of investment objectives, goals, and restrictions
- Asset allocation studies
- Manager searches
- Independent performance measurement and return verification
- Monthly portfolio analysis/monitoring, including risk assessment
- Comprehensive quarterly reporting
- Manager communication and monitoring
- Custodian searches
- Customized projects
- Donor Forums
- Educational Forums
- Portfolio transitions – completion of subscription agreements and coordination of asset movements with banks and managers.

