

Please note: This is a transcription so there may be slight grammatical errors.

Fielding Miller:

The way we've structured this business and built it over the years was to start with the client and work backwards. We want to understand what the client needs are, we want to understand what problems we're helping that client solve, and build the infrastructure to support the advisor serving those clients.

Wilson Hoyle:

There is a reason why some of the biggest names in the country turn to us to be their financial advisor, and these are tangible. First, they want to have an independent financial advisor that has nothing that compromises the integrity of the relationship with the client. Secondly, experience matters. You want to know that they deal with complexity each and every day and that you can benefit from the hindsight and the experience of other clients like yourself.

Jennifer Doss:

We have startup plans, we have multi-billion dollar plans, we have higher education clients, we have manufacturing clients, we have this giant breadth of client types. So that really gives us a true mosaic in terms of servicing all of the plan sponsors and all the plan participants that are out there.

Mike Hudson:

With over 2000 clients and over 3000 plans, what's unique with CAPTRUST and the offering is the depth, access, and leverage that we bring to our clients. It's depth of team, there's 100 different things about the retirement institutional consulting, we have an expert at all those. It's access, whether it's an executive at a mutual fund company, a retirement company, or any provider, we can get direct feedback and due diligence. And then leverage, we help clients get things faster, better, and cheaper.

Fielding Miller:

When you meet with the CAPTRUST advisor, I think it's going to be obvious early on that this is one talented individual. What's more important is the infrastructure and the talent behind them that helps deliver the solutions that you're going to see.

Greg Middleton:

CAPTRUST has a centralized model. And what that means is we want our advisors at their highest and best use. So however we can support them so they can add more value to clients is really important.

Mike Hudson:

You're getting the benefit of not just the expertise of 20 people, but the expertise of 700 plus that are constantly working for you and with you.

Fielding Miller:

It can be investment research, it can be technology, it can be human resources, it can be finance, it can be operations, it can be trading, and on and on and on. We've got the most talented, brightest, hardest working people that I know of in the industry.

John Leissner:

Our institutional client service team is made up of roughly 70 individuals. They're the resource for advisors and clients to the rest of the firm. They're out there meeting with our other departments, keeping all the engines running, the trains on time, and most importantly, delivering service beyond expectation to all of our institutional clients.

Grant Verhaeghe:

The asset liability job is to make sure that we bring the best ideas to our endowment foundation and defined benefit clients. So trying to leverage all the resources that we have in due diligence and the macro economic environment and really try to tie that to client's specific objectives.

Michael Vogelzang:

Need and have the subject matter experts that will help us understand what's happening in the currency markets. A lot of what we have to do is rely on the people that we bring to the table. Whether it's our fixed income experts here at CAPTRUST, whether our currency desk, whether it's our traders on the trading desk, bringing all of those people together in the same room to find a common view and a common house view, we call them, and an outlook on the markets is what allows us to be stronger as collective as opposed to an individual group.

Audrey Wheat:

The vendor analysis team help our institutional clients manage the relationship with their record keeper. Part of being a fiduciary is ensuring that you are paying fair and reasonable fees on your plan and our team is completely dedicated to that process.

Phyllis Klein:

Offering advice to individual participants is one of the few ways that you can actually get them to take action. So we deliver our independent investment advice in a variety of ways. We do it via our advice desk, we do it via in-person meetings, and we also use virtual technology to deliver the service.

Jennifer Doss:

We have almost 20,000 one-on-one interactions with participants each quarter.

Phyllis Klein:

Over 65% of the employees that we meet with actually take our advice and they actually feel more confident about their financial future.

David Hood:

We have an extremely deep team and it's specialized. So within stocks covering US stocks, international stocks, across the market cap spectrum from large cap to small cap, from value to growth. Having that specialization, I think, provides an edge for us because we have so many people to really cover those investments for our clients.

Scott Matheson:

Our job is to try and live on the frontier for our clients. And so as our client's complexities grew and their needs grew, we've evolved in terms of hiring in dedicated subject matter experts in each one of those areas to make sure that we are in fact staying on that forefront.

Wilson Hoyle:

Every year for 20 plus years, we've taken half of our earnings and invested it back into the business.

Fielding Miller:

It enables us to seek new opportunities and build services for our clients, it enables us to invest in technologies that are well ahead of the curve, but it also enables us to endure adversities.

Jon Meyer:

We know that there's a tremendous amount of pressure on our institutional clients to select advisors and other suppliers who exhibit really strong cybersecurity capability. So whether it's been a shift to the cloud in 2017 or new trading systems that we're implementing today, at CAPTRUST, we focus on not only setting up policy and procedure but actually the technologies that help ensure that we are going to keep our client's data safe and sound and secure.

David Hood:

I think what's different about this firm is just what you feel when you're here, and it's what you feel when you interact with our people.

Scott Matheson:

There's hundreds of people with that same mentality and that same approach and vigor to problem solving and to ensuring that we're actually delivering proactive holistic advice for all of our clients.

Rush Benton:

We've got this wonderful culture where ownership is widespread, every employee has the opportunity to be an owner. And if I'm a client, I'd rather be taken care of by somebody who owns a company than somebody who's just paid by a company. Everybody is pulling in the same direction to provide me with the best level of service and the best results that can be found.

Wilson Hoyle:

When you have that culture and that alignment with talented people and they're hardwired to get better every day, having a really good, consistent client experience is almost assured.

No

No

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