Welcome to Chicago Partners

An Introduction to the Capability & Continuity of Your Advisory Team

November 19th, 2024





Today's Speakers:



Thomas Flaig, CFA

Partner



Meg Davidson

Partner



Jim Hagedorn, CFAFounder & Managing Partner



Matthew Grennell, J.D.

Partner & General Counsel



Jim Palermo, CFA, CAIA, CFP®, CEPA

Partner





Today's Agenda

- Upcoming Transition: Capability & Continuity
- Chicago Partners History
- The Chicago Partners Team
- Our Approach to Wealth Management: The 5-Step Wealth Optimization Process & The 4-Quadrant Approach
 - Equity
 - Fixed Income
 - Alternative Investments: The Chicago Partners Special Assets Fund
- Client Experience: eMoney & The Chicago Partners Portal
- FAQ





Upcoming Transition: Continuity & Capability

A Long-Term Solution









About the Transition: Continuity & Capability

Continuity

- Chicago Partners is an excellent match for clients of Borthwick Associates, Inc. for the long-term
 - Custodial relationship with Fidelity allows for seamless transition
 - No fee increase for clients plus additional benefit of comprehensive wealth management services
 - Fiduciary standard: unbiased advice free of any conflicts of interest

Capabilities & Innovation

- Breadth of Chicago Partners team and resources to focus on wealth optimization
 - Portfolio construction and financial planning
 - Innovative, low cost and tax efficient public equity and fixed income strategies
 - Diverse and strong menu of private investments, including some with very favorable cost and tax features
- Benefit of working with an experienced investment committee to share ideas and perspectives
- Technology investment performance and financial planning client portals
- "Big picture" family office services close partnerships with tax advisory and estate planning firms









About Chicago Partners

Optimizing Wealth Since 2002





About Chicago Partners: How We Started



Jim Hagedorn and Anthony Halpin started building the investment advisory business inside of PricewaterhouseCoopers (PwC).

Purchased the business and founded Chicago Partners
Wealth Advisors.





About Chicago Partners: Where We Are Now

2,300+

Clients

\$6B

Assets Under Management

99.9%

Client Retention

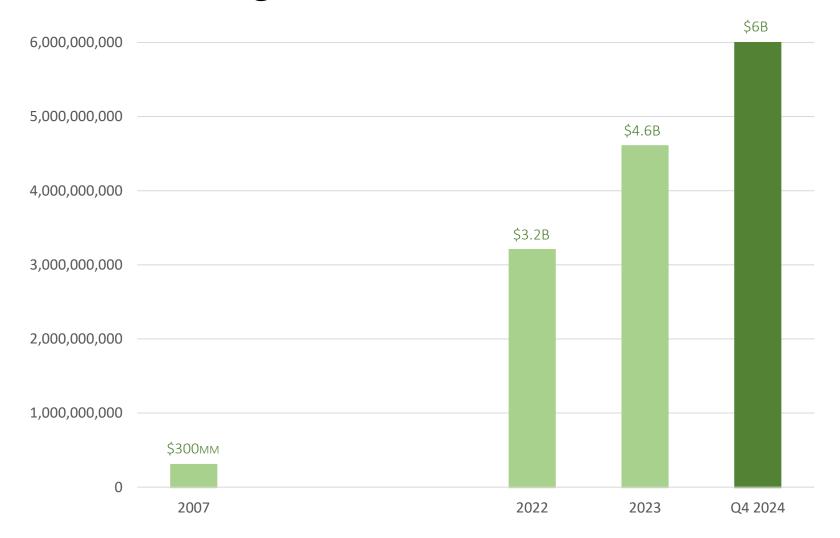
55+

Professionals





About Chicago Partners: Our AUM Growth







About Chicago Partners: Custodial Relationships





Our advisors and clients work with the highest-level service teams at both Fidelity and Schwab.





About Chicago Partners: Schwab Advisor Network



There are approx. 15,400 RIAs registered with the SEC as of 2023. Only 140 are in the Schwab Advisor Network, making us a part of the 1%.

Source: Charles Schwab, 2024; InvestmentNews, 2024





About Chicago Partners: Team Credentials

11

Chartered Financial Analysts (CFA)

11

Certified Financial Planners (CFP®)

3

Licensed Attorneys (J.D.)

3

Chartered Alternative Investment Analysts (CAIA)





Our Approach to Wealth Management

The 5-Step Wealth Optimization Process





Relentlessly Focused on Optimizing Your Wealth

The 5-Step Process: A Blueprint for Optimizing Wealth

Portfolio Audit	Investment Management	Tax Planning & Preparation	Advanced Financial Planning	Private Client Services
 Reduced Expense Ratios Low-Cost Advisory Fee Minimized Trading Costs Minimized Portfolio Turnover Eliminated Cash Drag Optimized Asset Location & Allocation Optimized Portfolio Yield Optimized Portfolio Diversification Volatility Tax Mitigation 	 Direct Indexing 1.0 Direct Indexing 2.0 Custom-Built Portfolios Portfolio Rebalancing Cost-Effective Implementation Dividend Reinvestment Program (DRIP) Global Diversification (12+ Asset Classes) 	 Tax Return X-Ray Gain Realization Deferral Tax Analysis & Minimization Tax-Loss Harvesting Tax Reporting Package Intelligent Withdrawal Sourcing Individual State Tax Credits Strategic Partnerships for Comprehensive Tax Preparation 351 Exchange Fundamental Arbitrage 	 Comprehensive Financial Audit Wealth Management Systems (WMS) Synthetic Pension Creation Financial Plan Creation & Implementation: Cash Flow/Retirement Plan Education Plan Estate Plan Insurance Plan Charitable Giving Plan Mega Backdoor Roth Conversion Strategy 	 Access to Low-Cost Lending Solutions Asset Transfers & Oversight Family Office Caliber Performance Reporting Dedicated Team & Personalized Support Coordination with Outside Professionals Quarterly Interactive Webinars Chicago Partners Portal (App Store & Google Play)





The 4-Quadrant Approach

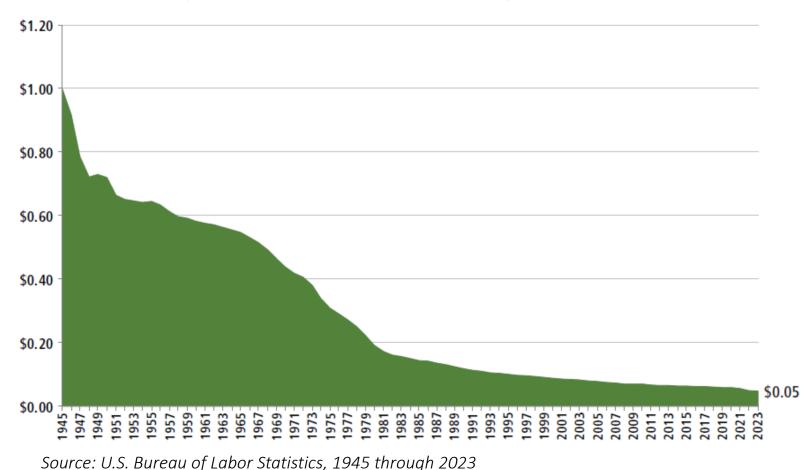
Our Investment Philosophy





Inflation-Adjusted Value of a U.S. Dollar

Inflation = Deep Risk (Purchasing Power Tax)







What is the Volatility Tax?

Volatility Tax: The effect of volatile market movements on a portfolio's total compound return.

It is the mathematical difference between geometric averages compared to arithmetic averages.





Volatility Tax Mitigation

Chicago Partners engineers a smoother investment return through prudent diversification. This smoother (less volatile) return is intended to target a higher ending portfolio value over the long term.

Consi	stent Investmen	t
Year	Rate of Return	Ending Value
1	9.8%	\$1,098,000
2	9.8%	\$1,205,604
3	9.8%	\$1,323,753
4	9.8%	\$1,453,481
5	9.8%	\$1,595,922
6	9.8%	\$1,752,323
7	9.8%	\$1,924,050
8	9.8%	\$2,112,607
9	9.8%	\$2,319,643
10	9.8%	\$2,546,967
11	9.8%	\$2,796,570
12	9.8%	\$3,070,634
13	9.8%	\$3,371,556
14	9.8%	\$3,701,969
15	9.8%	\$4,064,762
16	9.8%	\$4,463,108
17	9.8%	\$4,900,493
18	9.8%	\$5,380,741
19	9.8%	\$5,908,054
20	9.8%	\$6,487,043
Arithmetic Return	9.8%	
Compound Return	9.8%	

MSCI All Country World Index				
Year	Rate of Return	Ending Value		
2004	15.8%	\$1,158,000		
2005	11.4%	\$1,290,012		
2006	21.5%	\$1,567,365		
2007	12.2%	\$1,758,583		
2008	-41.8%	\$1,023,495		
2009	35.4%	\$1,385,813		
2010	13.2%	\$1,568,740		
2011	-6.9%	\$1,460,497		
2012	16.8%	\$1,705,860		
2013	23.4%	\$2,105,032		
2014	4.7%	\$2,203,968		
2015	-1.8%	\$2,164,297		
2016	8.5%	\$2,348,262		
2017	24.6%	\$2,925,934		
2018	-8.9%	\$2,665,526		
2019	27.3%	\$3,393,215		
2020	16.8%	\$3,963,275		
2021	19.0%	\$4,716,297		
2022	-18.0%	\$3,867,364		
2023	22.8%	\$4,749,123		
Arithmetic Return	9.8%			
Compound Return	8.1%			

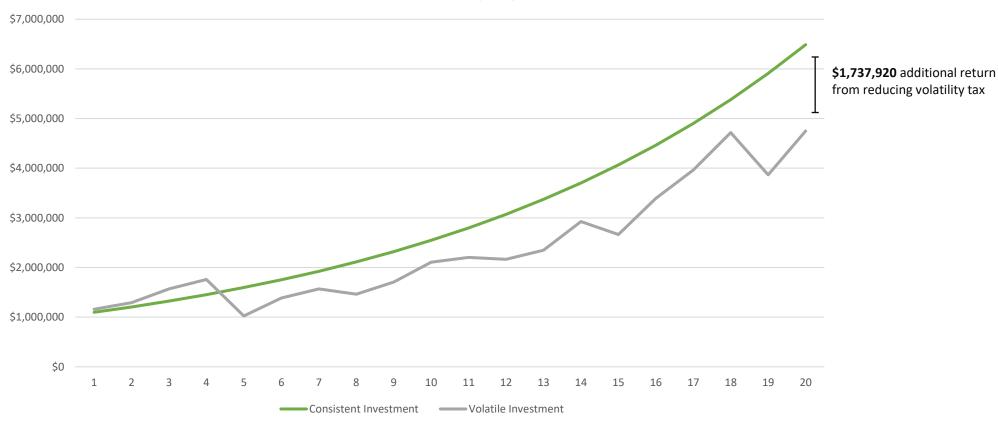
Over a 20-year period, **the difference** between the Consistent Investment and the Volatile Investment is **1.7%** per year





Volatility Tax Mitigation

Consistent vs. Volatile Returns of \$1,000,000 Investment

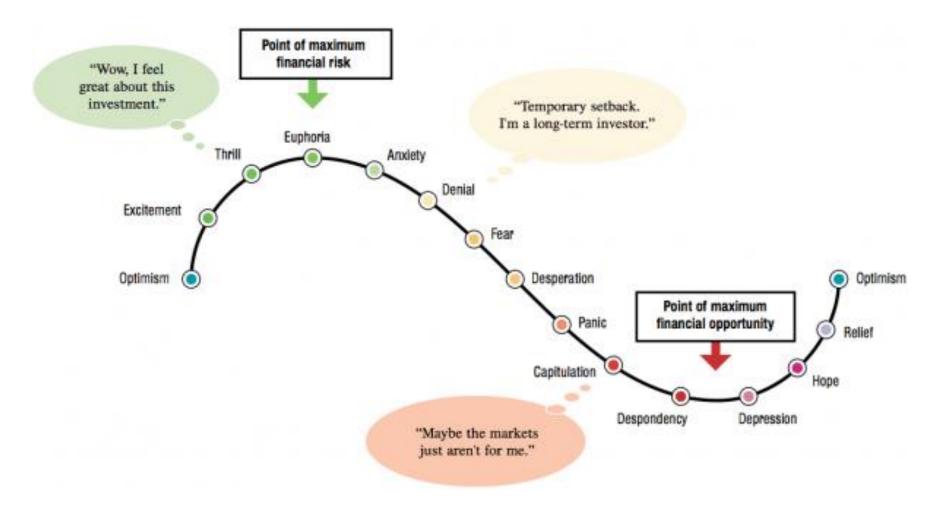


Over a 20-year period, **the difference** between the Consistent Investment and the Volatile Investment is **1.7%** per year





The 14 Stages of Trading Psychology







The 14 Stages of Trading Psychology

- **1. OPTIMISM** It all starts with a hunch or a positive outlook leading us to buy a stock.
- **2. EXCITEMENT** Things start moving our way and we get giddy inside. We start to anticipate and hope that a possible success story is in the making.
- **3. THRILL** The market continues to be favorable and we just can't help but start to feel a little "smart." At this point we have complete confidence in our trading system.
- **4. EUPHORIA** This marks the point of maximum financial risk but also maximum financial gain. Our investments turn into quick and easy profits, so we begin to ignore the basic concept of risk. We now start trading anything that we can get our hands on to make a buck.
- **5. ANXIETY** Oh no, it's turning around! The markets start to show their first signs of taking your "hard earned" gains back. But having never seen this happen, we still remain ultra greedy and think the long-term trend is higher.
- **6. DENIAL** The markets don't turn as quickly as we had hoped. There must be something wrong we think to ourselves. Our "long-term" view now shortens to a near-term hope of an improvement.
- **7. FEAR** Reality sets in that we are not as smart as we once thought. Instead of being confident in our trading we become confused. At this point we should get out with a small profit and move on but we don't for some stupid reason.

- **8. DESPERATION** All gains have been lost at this point. We had our chance to profit and missed it. Not knowing how to act, we attempt to do anything that will bring our positions back into the black.
- **9. PANIC** The most emotional period by far. We are clueless and helpless. At this stage we feel like we are at the mercy of the market and have absolutely no control.
- 10. CAPITULATION We have reached our breaking point and sell our positions at any price. So long as we can get out of the market to avoid bigger losses we are content.
- 11. DESPONDENCY After exiting the markets we do not want to buy stocks ever again. The markets are not for us and should be avoided like the plague. However, this rare point marks the point of maximum financial opportunity.
- 12. DEPRESSION We drink, cry and/or pray. How could we have been so dumb we think to ourselves. Some start to correctly look back and analyze what went wrong. Real traders are born here, learning from past mistakes.
- 13. HOPE We can still do this! Eventually we come to the realization that the market actually does have cycles (shocking). We begin to start analyzing new opportunities.
- 14. RELIEF The markets are turning positive again and we see our prior investment come back around. We regain our faith (although small) in our ability to invest our money. The cycle start all over again!





The 4-Quadrant Equity Approach

Direct Indexing 1.0

Individual Equities

Zero Cost

Direct Indexing 2.0

Individual Equities
Zero Cost

Index & Enhanced Funds

ETFs & Low-Cost Funds Extremely Low Cost

Risk Mitigation Funds

ETFs, Funds, & Individual Equities
Low Cost & Zero Cost





Innovator Equity Managed Floor ETF (SFLR)

HOW LADDERED FLOOR ETFS WORK

	EQUITIES +	LADDERED +	CALL =	INNOVATOR LADDERED FLOOR ETFS
SFLR	Exposure to large-cap U.S. Equities	8% to 12% target annual max loss	Cover the cost of downside protection, with potential for additional option income.	70% to 80% of upside participation of an equity index, with two-thirds the volatility and tail-risk protection.

GROWTH OF \$10,000



Data from 11/8/2022 to 3/8/2024

ETF PERFORMANCE & BENCHMARK HISTORY (%)

Quarterly | Monthly

	YTD	1 Year	3 Year	5 Year	Inception
ETF NAV	1.60%	17.53%	-	-	18.56%
ETF Closing Price	1.76%	17.85%	-	-	18.74%
S&P 500 Index	1.59%	18.86%	-	-	21.12%

Data as of 1/31/2024. The Fund incepted on 11/8/2022. Performance quoted represents past performance, which is no guarantee of future results. Investment returns and principal value will fluctuate, so you may have a gain or loss when shares are sold. Current performance may be higher or lower than that quoted. Returns less than one year are cumulative. One cannot invest directly in an index.



Four-Quadrant Approaches: Fixed Income & Alternatives

Fixed Income Approach

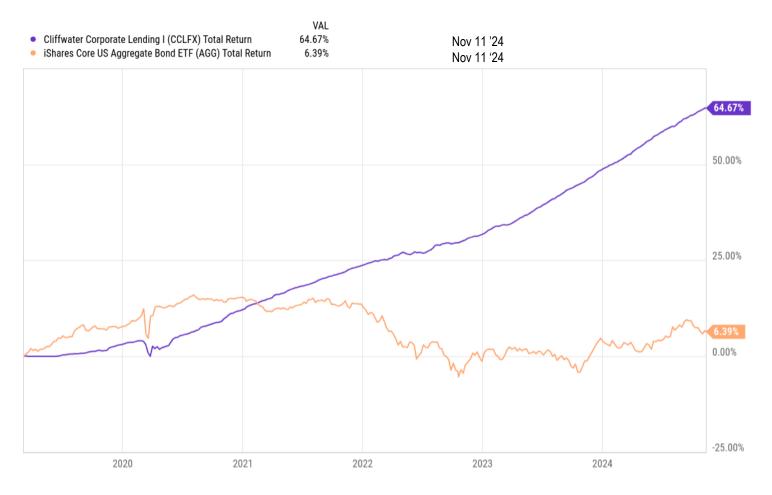
Alternatives Investments Approach

Investment Grade Individual Securities Low Cost & Zero Cost	High Yield Individual Securities Medium Cost & Low Cost	Private Equity	Special Assets
Preferred Securities Individual Securities Low Cost & Zero Cost	Private Credit Unique Fee & Return Characteristics	Venture Capital	GP Stakes





The 4-Quadrant Fixed Income Approach: Private Credit



Cliffwater Corporate Lending (CCLFX) versus the Bloomberg Barclays Bond Index (AGG) <u>since inception</u>





Private Markets: Total Returns

2005 -2023 2005 - 2023 return return std 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 dev (ann.) (ann.) 33.8% 32.4% 10.3% 26.3% 32.0% 19.3% 5.2% 58.1% 23.0% 10.7% 16.8% 13.8% 17.5% 27.2% 12.3% 31.5% 29.1% 41.8% 8.4% 14.8% 9.6% **Private Equity** 26.4% 32.2% 18.3% -6.5% 41.4% 15.8% 9.7% 13.7% 8.5% 21.5% 18.4% 6.3% 16.2% **US Large-Cap Equities** 16.0% 23.5% 10.3% 12.3% 21.8% 28.7% 15.6% 9.6% 26.5% 15.1% 15.5% 15.3% 12.0% 20.5% 8.1% 25.4% 16.6% **27.7%** 17.1% -13.0% 9.2% 13.4% 6.9% 19.3% 15.4% 2.9% 15.3% 9.5% 3.5% **US Private Debt** 13.5% 26.7% 16.7% 15.1% 7.8% 5.5% 11.2% 19.1% 7.3% 9.2% -19.0% 23.3% 14.6% 14.8% 9.6% 14.3% 15.7% -4.1% 8.1% Global Private Infrastructure -23.1% 20.0% 15.1% 14.0% 13.8% 9.1% 11.8% 12.9% Hypothetical Diversified Portfolio 4.4% 7.1% 2.0% 15.5% 0.0% 17.5% 14.4% -4.2% 7.8% 8.9% 10.2% -24.6% 18.0% 4.3% 12.7% 15.4% -0.7% 14.4% 11.4% 12.8% 12.1% 9.3% 15.8% 13.3% 11.9% 6.0% 1.4% 7.3% -11.2% 7.5% 10.0% Global Private Real Estate 14.5% 11.5% 12.4% -25.3% 11.2% 2.6% 5.8% 0.6% 6.9% 14.6% -2.3% 10.4% 10.7% -11.2% 9.3% **US High Yield Bonds** 6.2% 10.6% 13.7% 9.9% 13.2% 10.8% 2.1% 10.1% 9.7% 8.6% -4.4% 9.3% 7.5% -13.0% 8.5% 5.9% 10.7% Hypothetical Traditional Portfolio 4.9% 7.0% -32.7% 5.9% 10.2% 9.1% 3.0% 8.6% 6.1% 7.8% 4.9% -0.9% 9.9% 5.4% 9.1% -16.0% 8.1% 7.7% Hedge Funds -5.3% 10.8% 5.5% -37.0% 1.1% 10.2% 7.4% 2.5% 7.5% 9.0% 5.5% 5.3% **-16.1%** 5.5% 4.9% 18.8% **International Equities** -22.9% -2.0% 1.8% -4.0% 3.1% 4.4% US Bonds 60% global US large-cap US high yield International equities / 40% US bonds Hedae funds **Hypothetical Traditional Portfolio** equities equities bonds US bonds Key 40% global equities / Global private US private Global private **Hypothetical Diversified Portfolio** US private debt 30% US bonds / 30% privates infrastructure equity real estate

Source: Bloomberg, Cambridge Associates, UBS, as of 31 December 2023





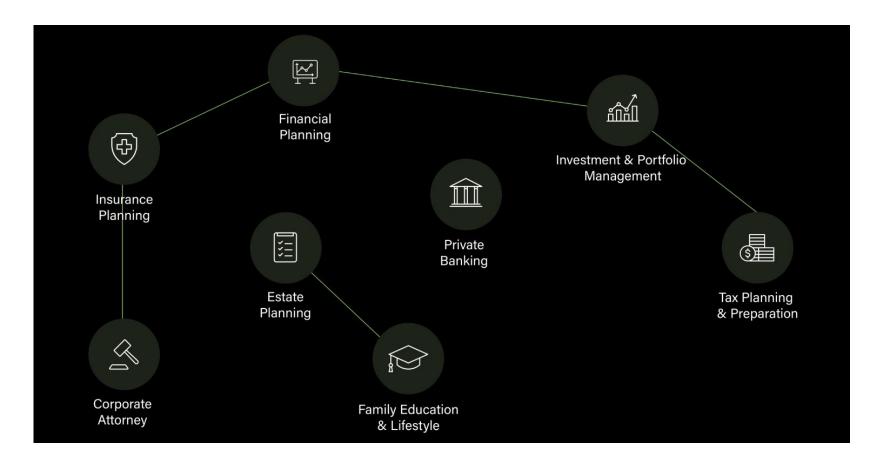
Client Experience

eMoney & The Chicago Partners Portal





Family Office: Without Chicago Partners







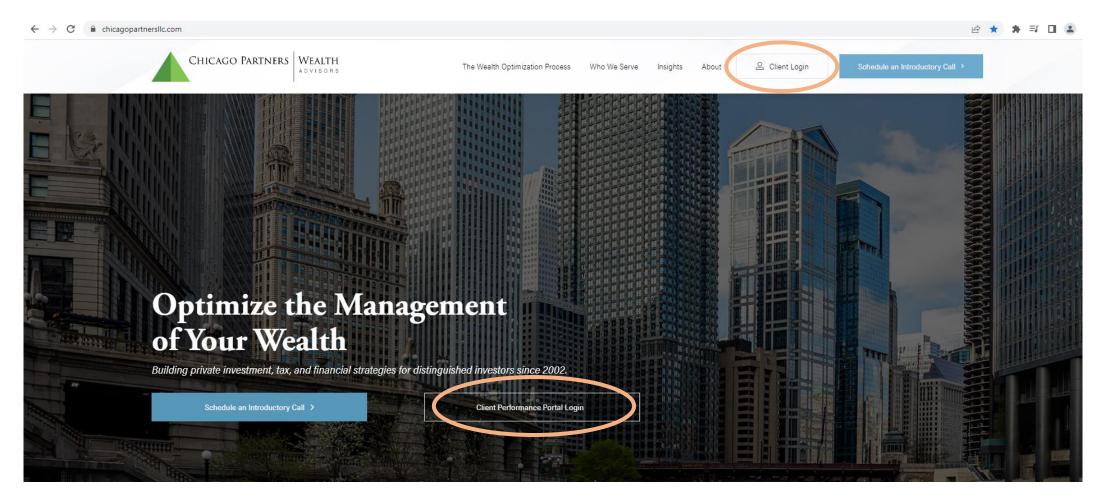
Family Office: With Chicago Partners







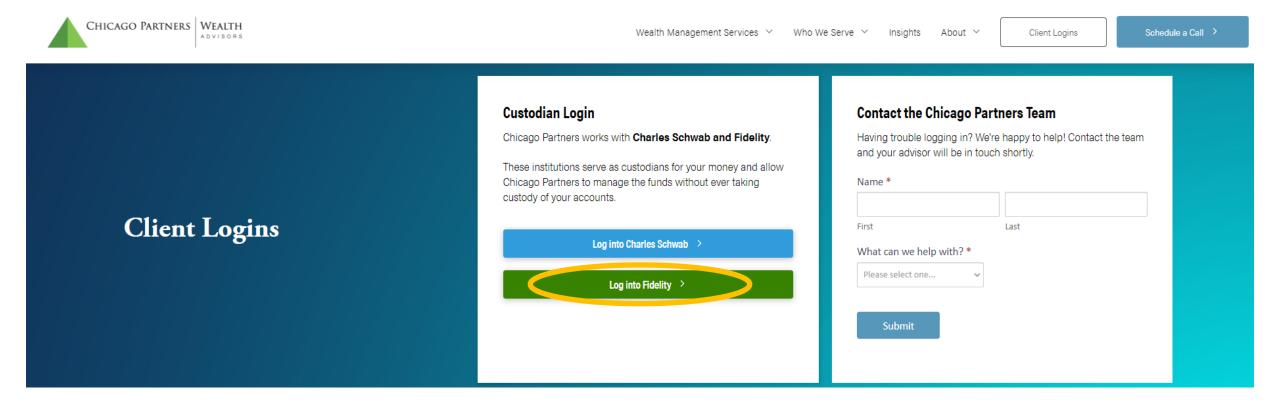
Client Access







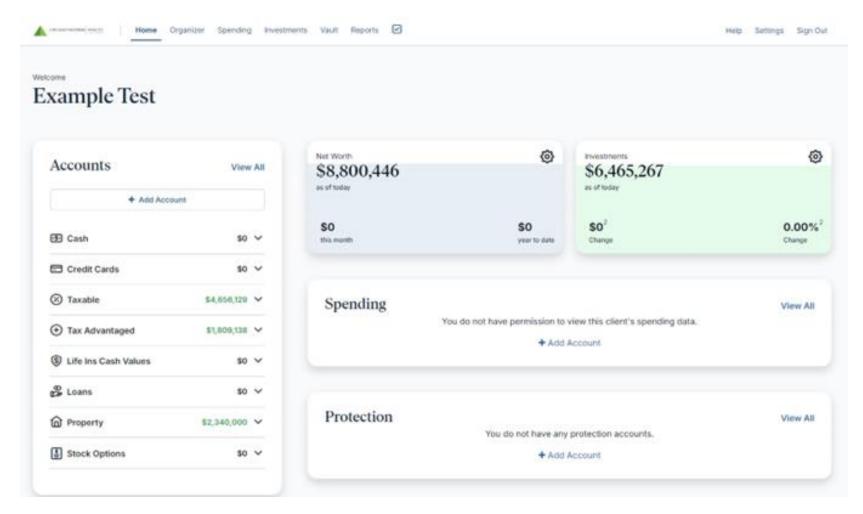
Custodian Login







eMoney's Wealth Management System (WMS)

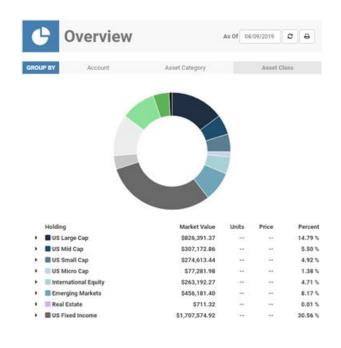






The Chicago Partners Client Portal & Mobile App



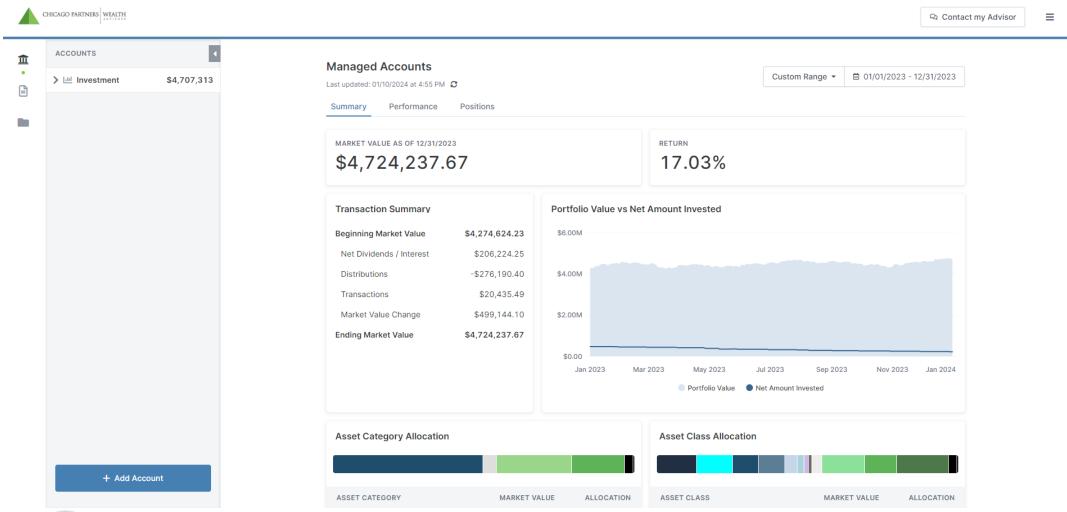


- Connect to your portal from anywhere - your desktop, laptop, or your mobile phone.
- Enhanced Performance Reporting
- Access your reports and account statements digitally in one location





The Chicago Partners Client Portal & Mobile App





Matthew Grennell, J.D.

Partner & General Counsel



Client Communication







Quarterly Conference Calls

Second Thursday of the Quarter at 10:00 am CT

Monthly Newsletters

First week of each month

Young Investors Webinar

Once a Quarter

Next Quarterly Conference Call: Thursday, January 9th at 10:00 am CT





FAQ

Frequently Asked Questions









FAQ: Who will be added to our team?

Senior Wealth Advisor, Patrick Wade, CFA, will join Tom and Meg to assist the management of your portfolio.

Patrick started at Chicago Partners in April 2019 following his role as a Rotational Credit Analyst at Wintrust Financial where he specialized in underwriting ESOP transactions, commercial real estate mortgages, leveraged buyouts, and supported the loan capital markets team in portfolio management. Patrick became a CFA Charterholder in 2023.



Thomas Flaig, CFA

Partner



Meg Davidson

Partner



Patrick Wade, CFA
Senior Wealth Advisor









FAQ: Will my portfolio change?

No:

Your customized portfolio will not change. Rather, you are likely to see it evolve with new ideas.

In addition, minor rebalancing will continue to occur to reduce outsized positions and blend in new holdings based on the firm's best thinking.

For example, after meetings with Tom, Meg, and Patrick, we may propose reducing some public equity positions for a direct indexing strategy or a new private investment to complement your current portfolio.





FAQ: Will my fees change?

No:

Your fee schedule will stay the same.

Additionally, your accounts will all be considered as a single "household," rather than as separate accounts, for billing purposes.



FAQ: Will my fees change?

Example: 3 Accounts, \$1MM Each (Single Household)

Assets	Rate
Account A: \$1MM	1.25%
Account B: \$1MM	1.25%
Account C: \$1MM	1.25%

Previous Fee Rate: 1.25%

Assets	Rate
\$0 - \$1мм	1.25%
\$1мм - \$2мм	1.00%
\$2мм - \$3мм	0.75%

Tiered Fee Rate: 1.00%





FAQ: Will my account logins change?

No:

Your accounts will remain at Fidelity, under the same login.

You will get new logins for the Chicago Partners Client Portal and Wealth Management System (WMS) during your next review meeting.



FAQ: When will I have Tom and Meg's new contact information?

Today!

Going forward, please use our new Chicago Partners phone numbers and email addresses, listed below. This information will be included in a follow-up, replay email that you will receive today.











FAQ: What are the next steps?

Later today: DocuSigns with the Chicago Partners Investment Advisory Agreement (IAA) will be sent to you via email.

Tomorrow: A Replay of today's Welcome Webinar, and our Q4 2024 Conference Call will be sent to you via email.

Please complete the IAA **ASAP**





Q&A

Thank you for attending the presentation!

Investment Disclosure

Past performance may not be indicative of future results. Different types of investments involve varying degrees of risk. Therefore, it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended and/or undertaken by Chicago Partners Investment Group LLC ("CP"), or any non-investment related content, will be profitable, equal any corresponding indicated historical performance level(s), be suitable for your portfolio or individual situation, or prove successful. CP is neither a law firm nor accounting firm, and no portion of its services should be construed as legal or accounting advice. Moreover, you should not assume that any discussion or information contained in this presentation serves as the receipt of, or as a substitute for, personalized investment advice from CP. Please remember that it remains your responsibility to advise CP, in writing, if there are any changes in your personal/financial situation or investment objectives for the purpose of reviewing/evaluating/revising our previous recommendations and/or services, or if you would like to impose, add, or to modify any reasonable restrictions to our investment advisory services. A copy of our current written disclosure Brochure discussing our advisory services and fees is available upon request. The scope of the services to be provided depends upon the needs of the client and the terms of the engagement.

<u>Please Note:</u> Rankings and/or recognition by unaffiliated rating services and/or publications should not be construed by a client or prospective client as a guarantee that he/she will experience a certain level of results if CP is engaged, or continues to be engaged, to provide investment advisory services, nor should it be construed as a current or past endorsement of CP by any of its clients. Rankings published by magazines, and others, generally base their selections exclusively on information prepared and/or submitted by the recognized adviser. Rankings are generally limited to participating advisers.

