

# WASHINGTON CROSSING ADVISORS

## Asset Allocation Style: Balanced

[www.washingtoncrossingadvisors.com](http://www.washingtoncrossingadvisors.com)

### PORTFOLIO PROFILE SHEET

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#### About Washington Crossing Advisors

Washington Crossing Advisors (WCA) is a wholly owned subsidiary and affiliated SEC Registered Investment Adviser of Stifel Financial Corp. WCA strategies are offered through the Stifel Score Program (Research-Driven Portfolios). The senior management team has worked together for over 20 years as market strategists and portfolio managers.

#### About Stifel

Founded in 1890, Stifel is one of the leading financial services firms in the U.S., providing full-service wealth management and investment banking services. Stifel is a leading underwriter and advisor for companies and a top provider of trade execution and securities distribution with nationally recognized research and a suite of asset management strategies.

The objective of the **CONQUEST BALANCED PORTFOLIO** is to provide a risk-adjusted return better than that of a portfolio comprised of 50% stocks and 50% bonds over time.

### DIVERSIFICATION

Diversification is important to maintaining balance in your financial life. Asset allocation is the primary tool for achieving such balance. It involves dividing your portfolio among different assets, such as stocks, bonds, and cash. While diversification does not eliminate the risk of investing, and losses are possible in diversified portfolios, the goal is to increase returns while reducing risk.

### PROFESSIONAL MANAGEMENT

It is wise to seek out professionals who can help you with asset allocation. Professional management allows you to engage in life's pursuits, while experienced management keeps up with the economy and markets, looks for opportunity and risks, and maintains appropriate diversification on your behalf.

### EXCHANGE TRADED FUNDS (ETFs)

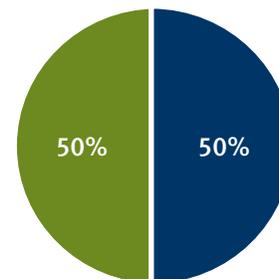
ETFs are designed to track the performance of specific market sectors, such as growth or value stocks, and entire asset classes, like stocks or bonds. A single ETF can own all the securities listed in a given index, such as the S&P 500. While you cannot invest directly in an index, ETFs are capable of closely tracking the performance of such indices, and this makes ETFs useful when constructing diversified portfolios.

### BENCHMARK ALLOCATION

This portfolio's benchmark allocation is:

**50% stocks**  
**50% bonds**

This allocation represents the central tendency for allocations. **Allocation to equities may range from 25-75% based on incoming economic and other data.** Observations and allocations are updated regularly and available at:



[www.washingtoncrossingadvisors.com/insights.html](http://www.washingtoncrossingadvisors.com/insights.html)

## What Is the CONQUEST Program?

The CONQUEST portfolios offer a comprehensive asset allocation strategy for investors. The program has a range of portfolios focused on matching their investment objectives with their individual risk tolerance.

Each portfolio is diversified, using exchange traded funds that cover a wide spectrum of assets, including stocks, bonds, cash, and alternative assets, where appropriate. Portfolios have set ranges of stock and bond exposure depending on investor risk tolerance, but overall exposure to the stock market within those ranges is adjusted in response to changes in fundamental conditions.

*Exchange Traded Funds represent a share of all of the stocks in their respective index held in a trust. Therefore, ETFs are subject to market risk, including the possible loss of principal. The value of the portfolio will fluctuate with the value of the underlying securities, and ETFs may trade for less than their net asset value. ETFs trade like a stock, and there will be brokerage commissions associated with buying and selling exchange traded funds unless trading occurs in a fee-based account.*

*Investors should consider an ETF's investment objective, risks, charges, and expenses carefully before investing. The prospectus, which contains this and other important information, is available from your Financial Advisor and should be read carefully before investing.*

The Washington Crossing Advisors CONQUEST Portfolio requires a \$25,000 minimum investment. Strategies in the Stifel Score Program are proprietary products developed by Stifel. More information on the Score Program is included in the Stifel Consulting Services Advisory Disclosure Brochure and Part II of the Manager's Form ADV, which may be obtained from your Financial Advisor and which further outlines the fees, services, exclusions, and disclosures associated with this program. The information contained herein is believed to be reliable and representative of the portfolios available through Stifel; however, the accuracy of this information cannot be guaranteed. Investors should consider all terms and conditions before deciding whether the Score Program is appropriate for their needs.

## STRATEGIC POLICY

The **BALANCED PORTFOLIO** seeks to provide a risk-adjusted return, over time, better than that of a fixed portfolio comprised of 50% stocks and 50% bonds. The portfolio provides a mix of stocks and bonds without a bias toward either. It may be appropriate for investors with a time horizon of at least 10 years with a moderate risk tolerance.

## TACTICAL POLICY

The portfolio can actively raise risk and potential return by:

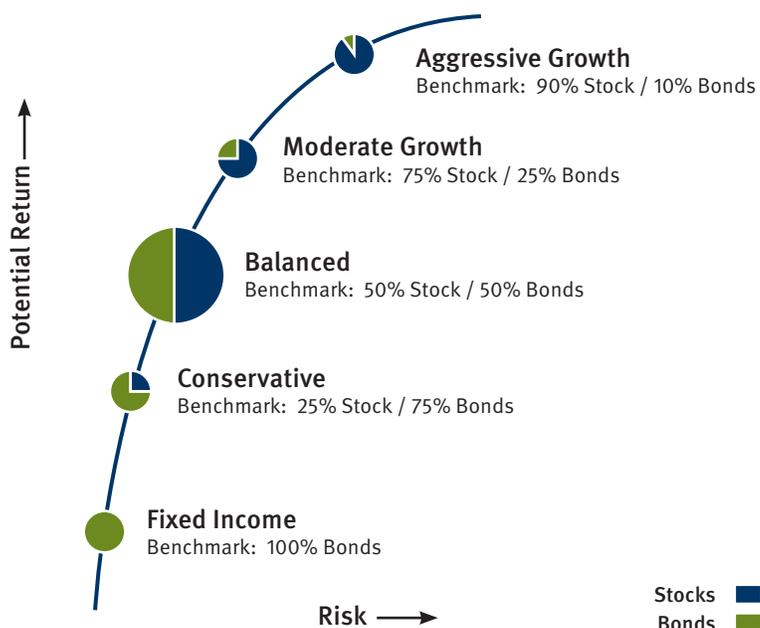
- Owning a greater proportion of stocks than the benchmark
- Investing in higher risk/return assets than the benchmark

The portfolio can actively reduce risk and potential return by:

- Owning a greater proportion of bonds than the benchmark
- Investing in lower risk/return assets than the benchmark

Decisions to actively raise or lower risk and potential return within the portfolio's tactical risk/reward range is based on Washington Crossing Advisors' quarterly assessment of market and economic conditions.

## HOW MUCH RISK IS RIGHT FOR ME?



The chart above seeks to illustrate historic risk and return relationships between different portfolio mixes of stocks (S&P 500) and bonds (Intermediate U.S. Treasury Bonds). Past performance is not a guarantee of future results. Although asset allocation can help reduce portfolio volatility, it does not eliminate the risk of investing. Losses are possible even in diversified portfolios. The portfolio that is right for you will depend on your risk tolerance and investment horizon.