

Goals Based Asset Allocation Implementation

	Safety	Market	Aspirational
Visual Return Expectations			
Expected Asset Flows	Safety assets can be used to support income needs and short-term goals.	Market assets can be used to "feed" the safety bucket as it is depleted or to make aspirational investments. Ideally transfers are made during up market cycles.	Aspirational assets most commonly remain in this segment, but in certain cases they may be sold or become liquid and moved into the "market" bucket
Implementation	High quality fixed income with minimal principal risk and maturities aligned with family goals	Leverage traditional asset allocation approach to build a diversified portfolio of equities, intermediate-term high quality bonds, high-yield bonds, commodities, and other liquid asset classes.	Take long-term risks in assets and strategies that you believe in or have a personal connection to. You could see significant appreciation over time but are comfortable that the value could go to zero.
Asset Classes	<ul style="list-style-type: none"> • Cash and cash equivalents • Short-term fixed income 	<ul style="list-style-type: none"> • Equities • Mid to long-term fixed income • Public market real estate • Commodities • Opportunistic niche investments (public markets) • Currencies • Options 	<ul style="list-style-type: none"> • Private equity or venture investments • Niche hedge fund investments • Investment real estate • Small business holdings • Concentrated stock and stock options • Hedging strategies/derivatives
Liquidity	Daily	Within 1 week	Typically > 3 months (dependent upon type of investment vehicle)
Time Horizon	Short-term	Intermediate to long-term	Long-term

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