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THE **INNOVATION** ISSUE

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The Haverford Trust Company

Henry Smith, Chief Investment Officer; John Donaldson, CFA®, Vice President and Director of Fixed Income; Jeffrey Bagley, CFA®, Vice President, Portfolio Manager and Senior Research Analyst; Timothy Hoyle, CFA®, Vice President, Research

“I understand it is important to be an **educated investor**. How do I stay informed?”

By The Haverford Trust Company

As a savvy investor who reads *Worth* magazine, you have probably built a network of trusted advisors. From lawyers to CPAs to financial advisors to estate planners, you and your family count on these professionals for their specific expertise. You trust their judgment and expect them to provide an unbiased recommendation. A true partner reviews your current situation, explains the different options, and eventually makes a recommendation. When done correctly, these individuals provide you with the pros and cons of each fork in the road.

Yet, advice, when followed blindly, can be dangerous. In the investing world, this is particularly true. Understanding yourself, and knowing what it is that you do not know, is the first step toward becoming an educated investor. Feeling empowered to question what you do not understand is the key to unlocking a successful client-advisor relationship. **Here are three steps you can take to ensure that you are getting the most value from your financial advisor:**

01 Communication. The foundation to any trusted relationship is communication. Advisors who do not regularly reach out to their clients simply are not doing their job. During meetings, phone calls and other communications with your advisor, you should be briefed on recent investment performance,

discuss if and how your needs or goals have changed since your last meeting, and listen to new options that match your situation and risk profile.

02 Information. Most financial advisors regularly send economic and financial information to supplement your account statements. Take the time to view these materials. Discuss the information with your family and follow up with your advisor if you have questions or concerns. A good advisor will communicate with everyone involved in a respectful, clear and concise manner. The advisor will not confuse you with jargon; rather, when using technical terms, as much background and explanation as necessary will be provided.

03 Education. Many organizations host events to highlight financial and economic matters of importance. These events are often geared to a specific audience; look for opportunities that you find interesting. They offer great chances to learn more about investing and to meet new people.

Aristotle once said, “Education is the best provision for the journey to old age.” Another important provision to take along on the journey is your trusted wealth advisor. Your financial needs change with time. Stay informed, and you will be provisioned for a more comfortable journey.

FINANCIAL WINDFALLS MAY ERODE PEACE OF MIND

Do you fall into one of these categories?

- A widow or beneficiary who inherits money or receives life insurance proceeds
- The recipient of divorce or lawsuit settlement
- A retiree with a lump-sum payout from a job
- An entrepreneur who sold a business
- An athlete who signed a major sports contract

Individuals in these situations may lack effective planning techniques or knowledge of the complex issues surrounding their financial windfall. To deal with unanswered questions and to alleviate anxiety, first find the professionals we discussed in the accompanying article. They will help chart a course through successful asset management, tax strategies, estate planning and philanthropy. Then follow the three steps we outlined in the article to achieve confidence and peace of mind with your team, and your wealth.

The opinions expressed herein are those of Haverford. This publication is for informational purposes only and should not be construed as investment advice with respect to the information or securities presented.

The Delaware Valley region is defined as the following counties: Pennsylvania—Berks, Bucks, Chester, Delaware, Montgomery, Philadelphia; Delaware—New Castle; Maryland—Cecil; and New Jersey—Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Mercer, Ocean, Salem.

“Education is the best provision for the journey to old age.”

– Aristotle

How to reach The Haverford Trust Company

We can be reached at 610.995.8700.



Seated: Henry Smith. Standing, left to right: John Donaldson, Timothy Hoyle and Jeffrey Bagley

About The Haverford Trust Company

The Haverford Trust Company provides highly personalized investment management services based on its Quality Investing approach. Refined over three decades, Haverford's Quality Investing strategy is committed to maximizing returns while minimizing risk throughout the entire market cycle. Adhering to this consistent, successful investment philosophy since its inception in 1979 has enabled Haverford's client base and assets under management to continually grow. Today, assets under management exceed \$6.25 billion*. The Haverford Trust Company professionals take pride in the fact that the firm is privately owned and believe that independence gives them the flexibility to better serve their many clients, whether individual or institutional.

Assets Under Management
\$6.25 billion*

Minimum Fee for Initial Meeting
None required

Minimum Net Worth Requirement
\$1 million

Largest Client Net Worth
\$250 million (firm)

Number of Team Members
65

Website
www.haverfordquality.com

Compensation Method
Asset-based fees

Primary Custodian for Investor Assets
The Haverford Trust Company

Professional Services Provided **Money management and investment advisory services, including: strategy development, written investment policy, asset allocation, asset management, performance reporting and tax-efficient strategies**

Association Memberships **CFA Institute**

Email **hsmith@haverfordquality.com
jdonaldson@haverfordquality.com
jbagley@haverfordquality.com
thoyle@haverfordquality.com**

*Including assets under management and advisement for The Haverford Trust Company and Haverford Financial Services as of 3/31/2011.

The Haverford Trust Company

Three Radnor Corporate Center, Suite 450, Radnor, PA 19087

610.995.8700



Henry Smith
John Donaldson, CFA®
Jeffrey Bagley, CFA®
Timothy Hoyle, CFA®

The Haverford Trust Company
Three Radnor Corporate Center
Suite 450
Radnor, PA 19087
Tel. 610.995.8700

Email: hsmith@haverfordquality.com
jdonaldson@haverfordquality.com
jbagley@haverfordquality.com
thoyle@haverfordquality.com
www.haverfordquality.com

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About the Worth Leading Advisors

The Worth Leading Advisors admittance process is based on, but not limited to, the Advisor's experience, education, fiduciary status, compliance record, wealth management services, methods of compensation and scope of current business. In order to be considered for the Worth Leading Advisors Program, financial professionals must be willing to provide complete and full disclosure to investors so that independent analysts from InvestorWatchdog.com can thoroughly screen and evaluate their credentials, ethics and business practices. Once admitted, Advisors pay a fee to be included. Investors and potential investors are solely responsible for the decision to select particular Advisors.