Value-driven advice for values-driven clients

All advisors tell you they’re unique. We show you.

Please take a few minutes to learn about the New Paradigm difference.
New Paradigm provides **comprehensive financial planning** and **investment management**. Here is what that means for you:

- A clear, written plan outlining the steps you must take to achieve your financial goals
- Being able to benefit from a sophisticated approach to investment management grounded in empirical research
- Aggregate reporting allowing you to view all of your investment accounts in one centralized location
- Access to a CFA Charterholder and CFP® professional, a rare combination among independent fee-only firms
Building a Brighter Future

Got peace of mind?

New Paradigm clients do. They know we are capable. They know we are knowledgeable. They know we are committed. But, most importantly, they know we always place their interests first.

Consider your life a concerto you have spent decades composing. We serve as the master conductor, applying our years of experience to give direction to your life’s work. Our role is to orchestrate the performance you always envisioned.

Meanwhile, your time is freed up so that you can spend it on other valuable areas of your life.
Peace of Mind Begins With a Firm Foundation

Insurance Planning
Before we talk about your long-term investments, we make sure your foundation is solid which means protecting your assets and loved ones if the worst should happen. We will analyze all of your insurance needs, recommend an appropriate amount of coverage, and direct you to additional resources. We often make professional referrals when clients need an insurance expert.

Estate Planning
You want your estate settled according to your wishes, not a judge’s orders. Proper estate planning ensures that you do not burden your loved ones with additional anxiety during a difficult time. Who will care for your children in your absence? Who will make the tough end-of-life decisions if you are unable to do so? Answers to such questions deserve careful deliberation.

We are not estate attorneys, but we maintain working relationships with several firms that specialize in estate issues. We provide the attorney with a summary of key issues to help make the best use of your time in the attorney consultation. Since we hold our professional referrals to the same high standards we place on ourselves, we always follow up to make sure you were pleased with their service.
Retirement Planning

Contrary to what many firms would have you believe, there is no magic number for retirement. It takes just minutes to enter a few figures and determine the ideal sum you must accumulate to meet your ideal retirement needs in an ideal world.

Unfortunately, life is never ideal. That’s why we pay close attention to your individual circumstances and needs. By tailoring our services to meet those needs, we work to ensure that your returns allow you to live retirement on your terms.
Education Planning

College is not getting cheaper. Higher education expenses have outpaced general inflation for several years, and there is no indication that this trend will reverse. We will help you lighten the financial burden of this important investment. When modeling different college scenarios, we not only consider the cost of school; we also incorporate your attitude toward student loans.
Tax Planning

Taxes must be considered in all areas of a financial plan. Whether you are placing insurance in a trust to limit estate taxes or determining how much to contribute to a tax-deferred account, you cannot avoid giving the government its share. We have close relationships with trustworthy accountants who are highly skilled at helping our clients navigate the intricacies of the tax code.

Additional Services

Are you recently divorced? Have you received an unexpected windfall from an inheritance?

We can help you deal with important transitions life throws your way. Not only will we work with you to manage the financial repercussions, but we will also consider the emotional issues that arise in such situations.
Our Value-Driven Approach

We focus on finding value, not timing the market.

Numerous influences can affect the direction of the stock market. Optimism. Pessimism. Valuations. Leverage. And they all move to extremes.

These extremes are where fortunes are made and lost. These extremes are also where skilled advisors add the most value for their clients. Good advisors earn their keep in two ways:

1) In concrete terms, the client will be better off financially when heeding the advice of a good advisor

2) In psychological terms, an advisor will remain grounded when stocks become volatile, calming client fears and preventing irrational decisions

We ignore market noise and “flash-in-the-pan” investments, focusing only on deep value for our clients. Warren Buffett has famously advised being fearful when others are greedy and greedy when others are fearful. We share this contrarian sentiment, seeking out solid investment opportunities that are poised to reward shareholders over the long haul.
Our Investment Philosophy

New Paradigm makes active asset allocation decisions. We do so with a mix of active investing (investments are hand-selected at opportune moments for their market-beating potential) and passive investing (the holdings follow an index, incurring lower portfolio costs).

Academia is right: Most active managers are not worth the price of admission. This is especially the case for certain asset classes such as large-cap stocks or U.S. Treasuries, where little separates the cream of the crop from the bottom of the pack. However, some managers do earn their fees. By definition, they are typically contrarian—in order to beat the crowd, you cannot be part of it. We have a bias toward managers who are far removed from Wall Street and/or have proven adept at strategies, such as distressed investing or long/short equity, that tend to be less correlated with movements of the general stock market.

Passive strategies keep the overall portfolio costs low for our clients. Our active managers are carefully selected based on their management fees, investment discipline, and monetary incentives.
Investment Management

Our Investment Process

- Analyze Factors
- Choose Asset Weights
- Allocate Capital
- Monitor Performance
- Constantly Refine Methodology
**Risk Management**

New Paradigm’s three pillars of Risk Management act like stabilizers protecting wealth in bear markets and growing wealth in bull markets.

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<th>Focus</th>
<th>Allocation</th>
<th>Value</th>
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<td>We focus on the investment horizon to anticipate conditions and navigate turbulent markets</td>
<td>We use relative valuation models to dynamically set asset allocations based on market and economic conditions</td>
<td>Our investment research focuses on identifying intrinsic value and protecting your wealth</td>
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Ongoing Investment Management

Our investment management clients receive superior service from a dedicated team who understands how client needs and the market environment interact. We plan for the long-term like other advisors. Unlike many other advisors, we adapt to shifting values and risks to better protect and grow your wealth.

We are available to answer client questions regardless of their level of assets. As a New Paradigm client, you know you will be speaking with a skilled professional, not a junior staff member or someone from a call center.

Our ongoing investment management fee structure is based on:

- A percentage of the assets we manage, or
- A percentage of the assets we manage plus hourly fees
Some clients prefer us to combine our financial planning and ongoing investment management services. These clients do not pay separately for financial planning, as this service is included in the quarterly wealth management fee. Given the additional attention these relationships require, our wealth management service typically is most appropriate for our affluent clients.

A New Paradigm advisor will never manage more than 65 Wealth Management relationships.
Our rates will always be among the most competitive in the industry. Yet we will never sacrifice the exceptional service and attention to detail our clients expect.

**Why Fee-only?**

Life is complicated. Our compensation isn’t.

100% of New Paradigm revenue comes from New Paradigm clients. We avoid the potential conflict of interest that comes with receiving commissions from outside parties. Misaligned interests often lead to poor decisions and disappointed clients. We don’t want to fall into that trap.

A 2011 study by Cerulli Associates showed that 64% of respondents either think their advisor provides advice for free or do not know how they pay for the investment advice they receive.¹ We do not work for free, but we do want you to know how much you pay for our services. That is why our clients see our fee on every statement, quarter after quarter.

Though some advisors adhere to a “suitability” standard, New Paradigm advisors will be held to the more stringent “fiduciary” standard, which requires that we always put the client’s interest first.

Don’t Take Our Word for It

Selecting a financial advisor is an important decision—one you should not make without being informed. Here are a few valuable resources that provide helpful information.

From the CFA Institute:
- Why Should You Trust a CFA Charterholder?
- Why Choose a Charterholder?
- How Does Your Advisor Get Paid?

From the Certified Financial Planner Board of Standards:
- Learn about the Financial Planning Process
- Learn What to Expect from a CFP® professional
- Suggested Questions to Ask During a Get-Acquainted Meeting
Keith’s Story

Before establishing New Paradigm, Keith spent several years working as a financial advisor at two independent financial planning firms and conducting equity research at The Motley Fool. He graduated from the Maret School in Washington, D.C. and moved on to major in Business with a Finance concentration at Carnegie Mellon’s Tepper School, graduating with University and College Honors and receiving the Distinguished Service Award for Business Administration and Economics. He earned his MBA at UNC’s Kenan-Flagler Business School on a full-tuition scholarship. Keith also holds both the CFA and CFP® credentials.

Jason’s Story

Before joining New Paradigm, Jason honed his investment and portfolio research skills at UNC Management Co., manager of a $2.7 billion endowment, and Ospraie Management, LLC, a respected global hedge fund with $10 billion under management. Jason has extensive analytical and leadership experience as an award-winning software developer in the financial services industry. He earned his Bachelor of Science degree from the Georgia Institute of Technology and graduated as a Dean’s Scholar (top 5%) from UNC’s Kenan-Flagler Business School with an MBA in Investment Management. Jason is a member of Beta Gamma Sigma, the international business school honor society.
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