



# CONSERVEST Capital Advisors, Inc.

**Conservest is a boutique investment advisory firm serving wealthy families and individuals throughout the United States.** Based in the Philadelphia suburbs, Conservest has been serving Main Line families for more than two decades. Today, our clients include generations of family members and diverse groups of individuals across the country—business owners, professionals, and men and women who have come into wealth due to significant life events.

Our clients have choices. They have the financial means to select any advisor they choose, yet they require a combination of academically grounded investment strategy, highly personalized service, and conflict-free advice that can only be delivered by a select few advisory firms. For clients with investable assets of \$2 million to \$200 million, Conservest has proven to be a wise choice.

Our clients also value discretion. They need a financial partner they can trust, one who values their privacy as much as they do. Internal controls across the firm ensure that our clients' information remains private and secure. We don't disclose our clients' identities to anyone outside of Conservest—including other clients.

*"Preserving and growing capital requires customized responses to individual client needs. It requires careful—and continuous—consideration of returns and risks in a myriad of capital markets. That's what we do."*

**Bruce Kardon**  
President and Chief Investment Officer



## 1

### Exceptional Strategic Value

Conservest adds value where it matters most: at the asset allocation level. Asset allocation—the particular mix of U.S. and non-U.S. stocks, bonds, cash, and commodities in the portfolio—determines the vast majority of overall portfolio results—more than 90%. The incremental value that can potentially be added from trading individual securities within each of those asset classes is not just difficult to achieve with any consistency, pursuing it can be detrimental to portfolio results. In fact, after accounting for trading costs, tax consequences, and the volatility of individual securities themselves, trading individual securities

within asset classes can actually reduce portfolio returns and increase portfolio risk.

For these reasons, we don't tinker with individual stocks. We actively manage portfolio allocations across a range of broad asset classes and sectors. Our clients will not find esoteric investments or hedge funds in a Conservest-managed portfolio. We invest our clients' assets using cost-effective, tax-efficient, and transparent investment vehicles. These vehicles are highly liquid, so our clients' capital is available to them any time they need it.

#### Consultative Approach to Portfolio Management

Our investment process is based on rigorous financial analysis and sophisticated technical models, but our investment approach is decidedly personal. No two client portfolios are identical, because no two clients are the same. Some of our clients have substantial business holdings that give them greater exposure to a particular industry; we account for that. Some clients are in professions

whose fortunes are tied to economic cycles or sector trends; we account for that. Some clients have ongoing obligations or upcoming life events requiring significant cash flow; we account for that, too. In short, we build every portfolio individually to achieve each client's specific investment goals, objectives, and complete financial picture.

#### Listen

We listen to our clients to learn about their goals and objectives, understand their time horizons and risk tolerances, and identify their specific needs and preferences.

#### Analyze

We evaluate suitable risk/return scenarios using a range of asset classes.

#### Customize

We create customized financial blueprints and individually build portfolios using low-cost, liquid, and tax-efficient vehicles.

#### Educate

We maintain ongoing communication with our clients and provide customized reports to track progress and performance.

#### Monitor

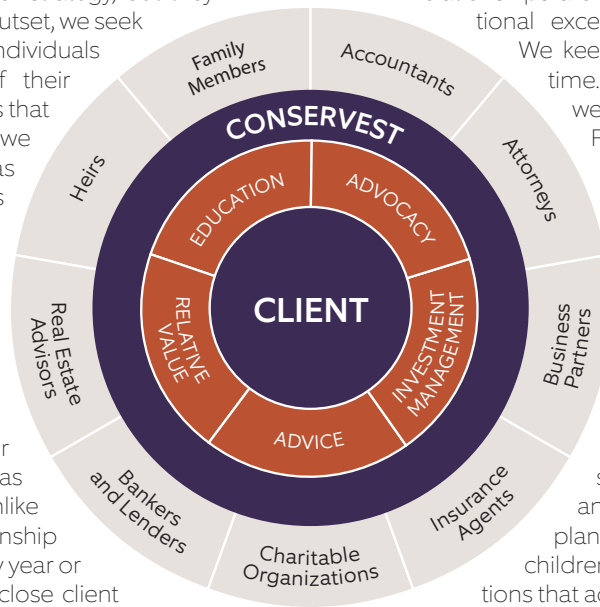
We continuously monitor our clients' portfolios and rebalance them as necessary to ensure alignment with their investment objectives.

# 2

## Highly Personalized Service

Clients come to Conservest for strategy, but they stay for the service. From the outset, we seek to understand our clients as individuals—from the “big picture” of their financial lives to the tiny details that make it run smoothly—and we get to know them personally as time goes on. This helps us to understand the subtleties of our clients’ financial situations so we can create nuanced, more effective investment strategies.

Our senior team members have been with Conservest an average of 16 years, so our clients get to know our family as much as we know theirs. Unlike advisory firms where relationship managers come and go every year or two, we develop the kind of close client relationships that cannot be rushed. Our client



relationships are built on investment skill, operational excellence, and personal integrity. We keep our promises. We deliver on time. And when we see a problem, we don’t just flag it—we help fix it. For these reasons, we become our clients’ go-to advisor, harmonizing the varied notes in their financial lives.

Portfolio management is our responsibility, but ultimately, we strive to relieve the worry that comes with the responsibility of wealth. Our clients know that they can call us for help coordinating any of the services that affluent individuals and families require—from estate planning to insurance to preparing children for the privileges and obligations that accompany wealth.

# 3

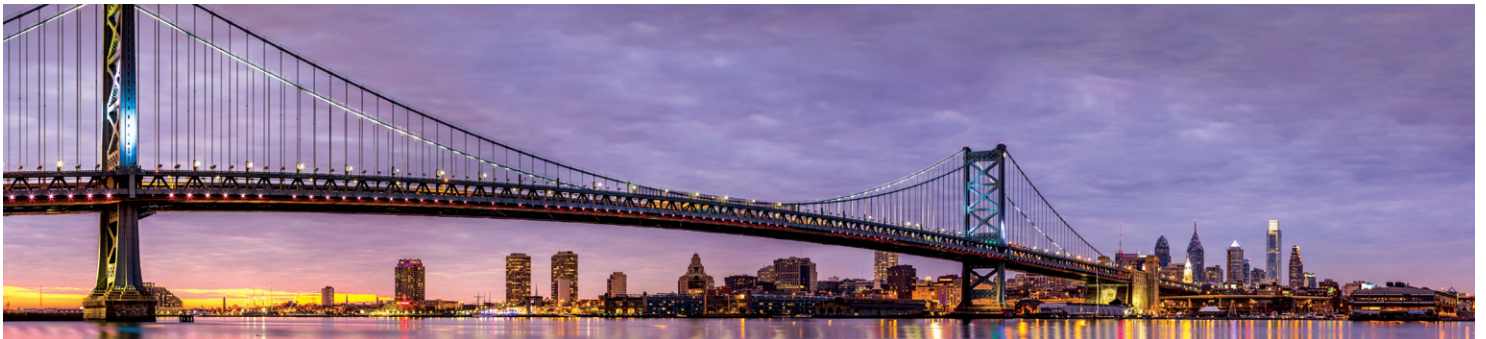
## Confidence and Conflict-Free Advice

Finally, Conservest makes investment decisions based on merit, not money. We are fee-only advisors with no incentive other than our clients’ success. We don’t sell investment products. We aren’t paid on which funds we buy or how frequently we trade. And we take extra steps to ensure that our clients don’t have to worry about the security of

their capital. We don’t maintain physical custody of our clients’ assets, providing an added layer of checks and balances. We assist clients in establishing third-party brokerage accounts in their own names, so they always have access to their capital. By eliminating potential conflicts of interest, we uphold the highest fiduciary standards.

**Exceptional strategic value, highly personalized service, conflict-free advice, and confidence in our standards and our discretion—perhaps this is why 99% of our clients have come to us through referrals.**

Conservest Capital Advisors, Inc. (“Conservest”) is an SEC-registered investment adviser located in Wynnewood, PA. Conservest and its representatives are in compliance with the current registration and notice filing requirements imposed upon SEC-registered investment advisers by those states in which Conservest maintains clients. There is no guarantee that any investment program or account will be profitable or will not incur loss. To request a copy of Conservest’s Form ADV part 2 Brochure, please contact us at 610-642-9588. You are encouraged to read these documents carefully. All investments involve risk and may lose money. Conservest does not guarantee the results of any of its advice or account management. Clients should be aware that their individual account results may not exactly match the performance of the Model Portfolios.



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**CONSERVEST**  
CAPITAL ADVISORS, INC.™