

# Why Advisory?

To succeed in today's complex markets, you need objective advice that you can rely on. Sometimes, the best advice is to hold steady and maintain your investments. Other times, the best advice is to take immediate action. Above all, you need advice you can trust. It can be challenging to keep abreast of the market and to continually manage and monitor your investment portfolio. With thousands of money managers, most people do not have the time or the resources to perform the necessary due diligence and analysis on the investments for their portfolio, or perform the necessary analysis to build a portfolio in the first place—rather than a collection of investments.

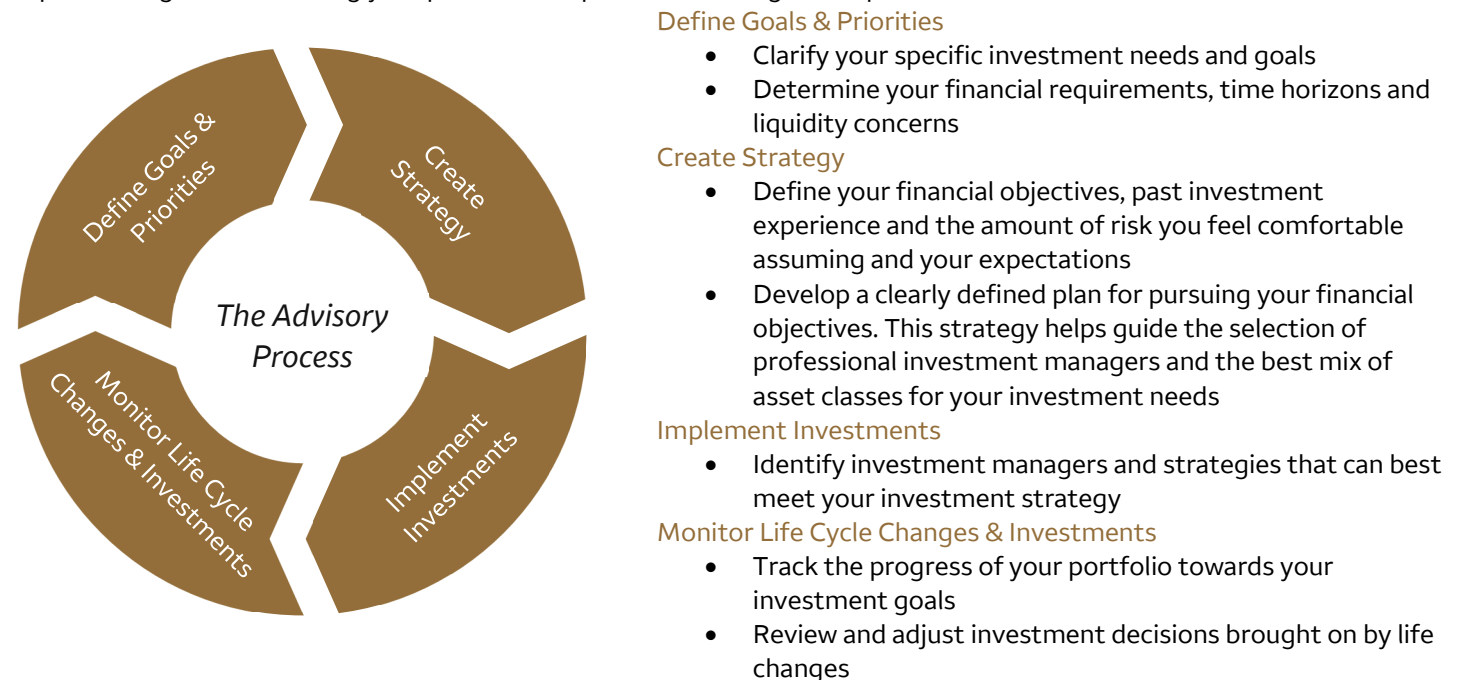
Advisory accounts give investors the opportunity to:

- consult with an investment professional
- receive advice on security selection and portfolio construction
- buy and sell securities for their portfolios without paying a commission for the trades\*

\*An annual fee (billed quarterly in advance), based on assets, is charged in our advisory accounts

## The Advisory Process

As part of the advisory process, your Financial Advisor at Wells Fargo Advisors will work with you to determine the right asset allocation for your risk tolerance and investing timeframe and will regularly monitor your account, rebalancing when necessary to maintain the proper allocations. They will guide you through a four-step process for defining, developing, implementing and monitoring your personalized portfolio- management plan.



### Investment and Insurance Products are:

- **Not Insured by the FDIC or Any Federal Government Agency**
- **Not a Deposit or Other Obligation of, or Guaranteed by, the Bank or Any Bank Affiliate**
- **Subject to Investment Risks, Including Possible Loss of the Principal Amount Invested**

## The Value of Advice

Following a disciplined investment process and working with a financial advisor can give you confidence that your investment portfolio is appropriate for you based on your investment goals, time frame and risk tolerance and that, with regular monitoring, you remain invested to meet those investment goals.

Wells Fargo Advisors offers numerous advisory programs to help you meet your investment goals, whether you are seeking a long-term asset allocation portfolio, have a need for income, or want to meet another specific goal.

You, and your financial advisor, may work together to create a customized portfolio, using a combination of investment products such as stocks, bonds, mutual funds, ETFs, etc. or you may choose to use one of our managed portfolios.

Within the Advisory Platform at Wells Fargo Advisors, we offer managed portfolios that are based upon the guidance of Wells Fargo Investment Institute's capital market assumptions, strategic asset allocations and the investment insight of the strategy teams to determine recommended portfolio allocations. These portfolios, managed by Wells Fargo Advisors, cover a wide spectrum of asset classes and a range of investment objectives and risk tolerances.

## Why Managed Portfolios?

We mentioned earlier that individual investors may not be aware of, or follow, good investment disciplines, which may result in lower returns. Investing in a managed portfolio can help you benefit from the guidance of experienced professionals. In a managed portfolio, investment selection, due diligence, ongoing monitoring and documentation are provided, which can help ensure that your portfolio remains invested according to your investment objectives.

Utilizing a managed portfolio can offer you the confidence that your investments are being monitored as part of the due diligence process. And, as markets fluctuate, your portfolio is being rebalanced to remain consistent with your risk and return objectives, helping to remove the emotion of adjusting your portfolio based upon short-term market fluctuations.

## Asset Allocation Portfolios

As part of the advisory process, your financial advisor will help you to determine your investment experience and how comfortable you are regarding risk in your portfolios. We offer nine asset allocation models from conservative to aggressive for investors seeking income, growth and income, or growth.

Within our advisory platform, our programs include portfolios that follow these asset allocation models with choices including mutual fund portfolios, individual stock and bond portfolios, ETF portfolios or mutual fund and ETF portfolios.

## Objective Based Portfolios

As part of your overall investment strategy, there may be a need to invest for a specific objective - such as income or tax efficiency. As part of our advisory offerings, we provide portfolios, managed by Wells Fargo Advisors that may be appropriate for your investment needs.

Talk to your financial advisor about your specific financial needs and learn more about our available advisory portfolios.

## Our Commitment to You

The key to our success is treating each client as an individual and providing quality services and investment choices. Our Financial Advisors take great pride in preparing financial strategies and recommendations for you. They ensure that the information is clear, understandable, and focused on helping you reach your long-term financial objectives. We believe that each client deserves specialized investment advice. Our Financial Advisors spend considerable time preparing and developing individualized plans and investment strategies. We are careful to consider all factors relevant to investment decisions - risk/reward levels, life-stage planning, estate strategies and others, as appropriate. We are committed to designing customized and innovative ways to better serve you.

**All investing involves some degree of risk, whether it is associated with market volatility, purchasing power or a specific security. There is no assurance any investment strategy will be successful or that a fund will meet its investment objectives.** An investment in a mutual fund or exchange-traded fund (ETF) will fluctuate and shares, when sold, may be worth more or less than their original cost. ETFs are subject to risks similar to those of stocks and may yield investment results that, before expenses, generally correspond to the price and yield of a particular index. There is no assurance that the price and yield performance of the index can be fully matched.

*Asset allocation does not guarantee a profit or protect against loss.*

*Advisory accounts are not designed for excessively traded or inactive accounts and are not appropriate for all investors. Please carefully review the Wells Fargo Advisors advisory disclosure document for a full description of our services, including fees and expenses. The minimum account size for these programs is between \$10,000 and \$2,000,000.*

*Wells Fargo Investment Institute, Inc. is a registered investment adviser and wholly-owned subsidiary of Wells Fargo Bank, N.A., a bank affiliate of Wells Fargo & Company.*

*Wells Fargo Advisors is a trade name used by Wells Fargo Clearing Services, LLC and Wells Fargo Advisors Financial Network, LLC, Members SIPC, separate registered broker-dealers and non-bank affiliates of Wells Fargo & Company.*

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