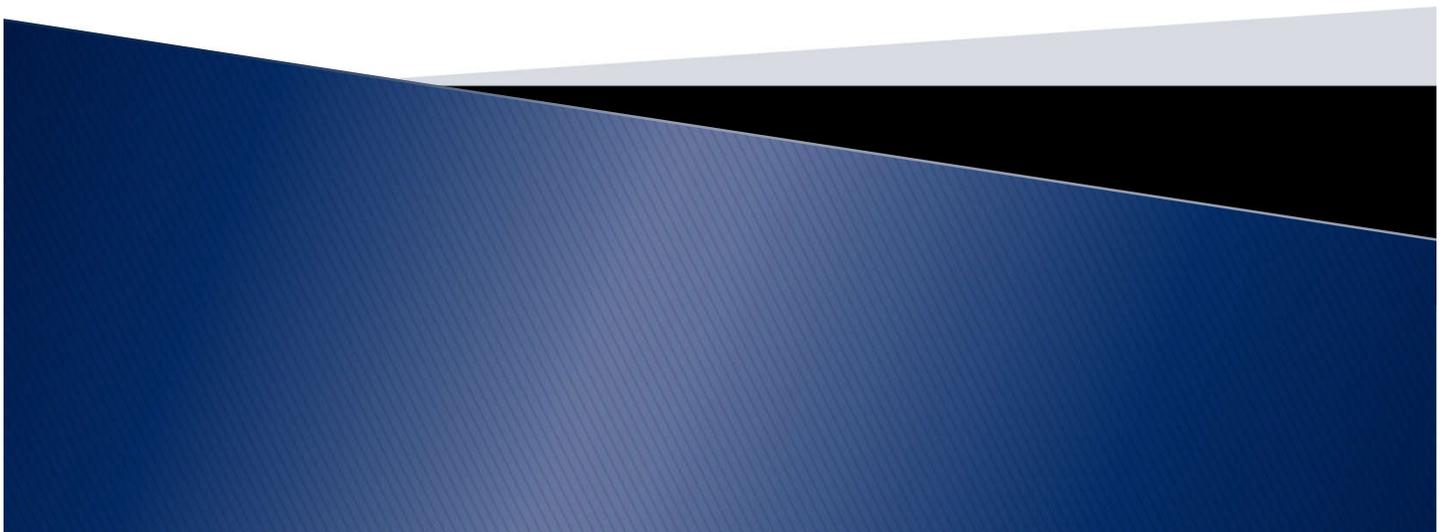


**The Milwaukee Company &  
Willms-O'Leary, S.C.  
Support Stack™**

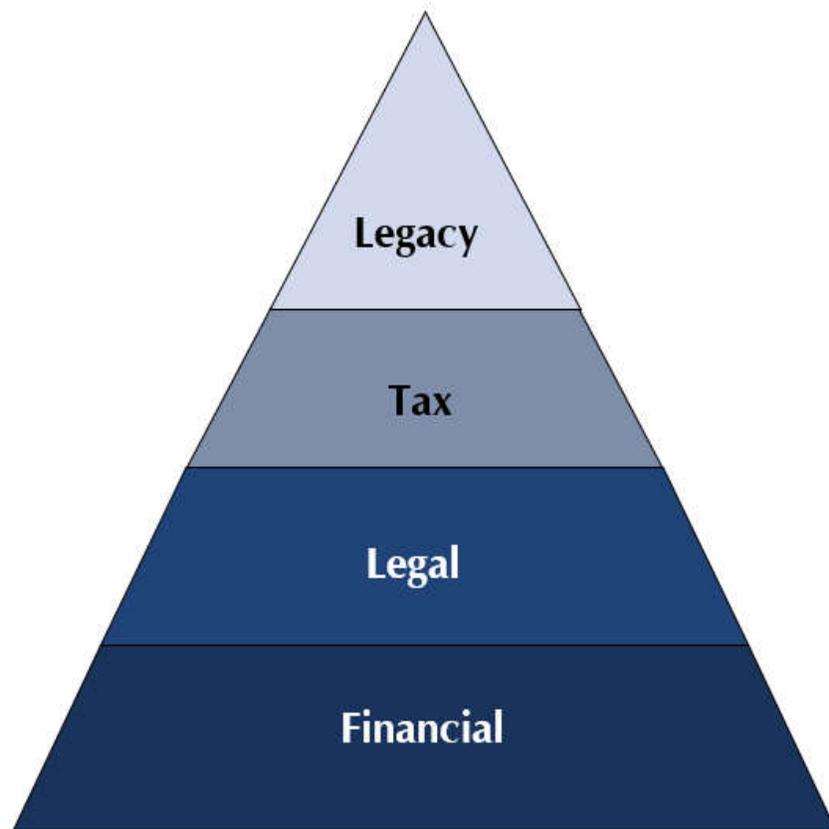
The Milwaukee Company™  
414 N. Main Street  
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Phone: (262) 238-6980  
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Willms-O'Leary, S.C.  
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## The Milwaukee Company & Willms-O’Leary, S.C. Support Stack

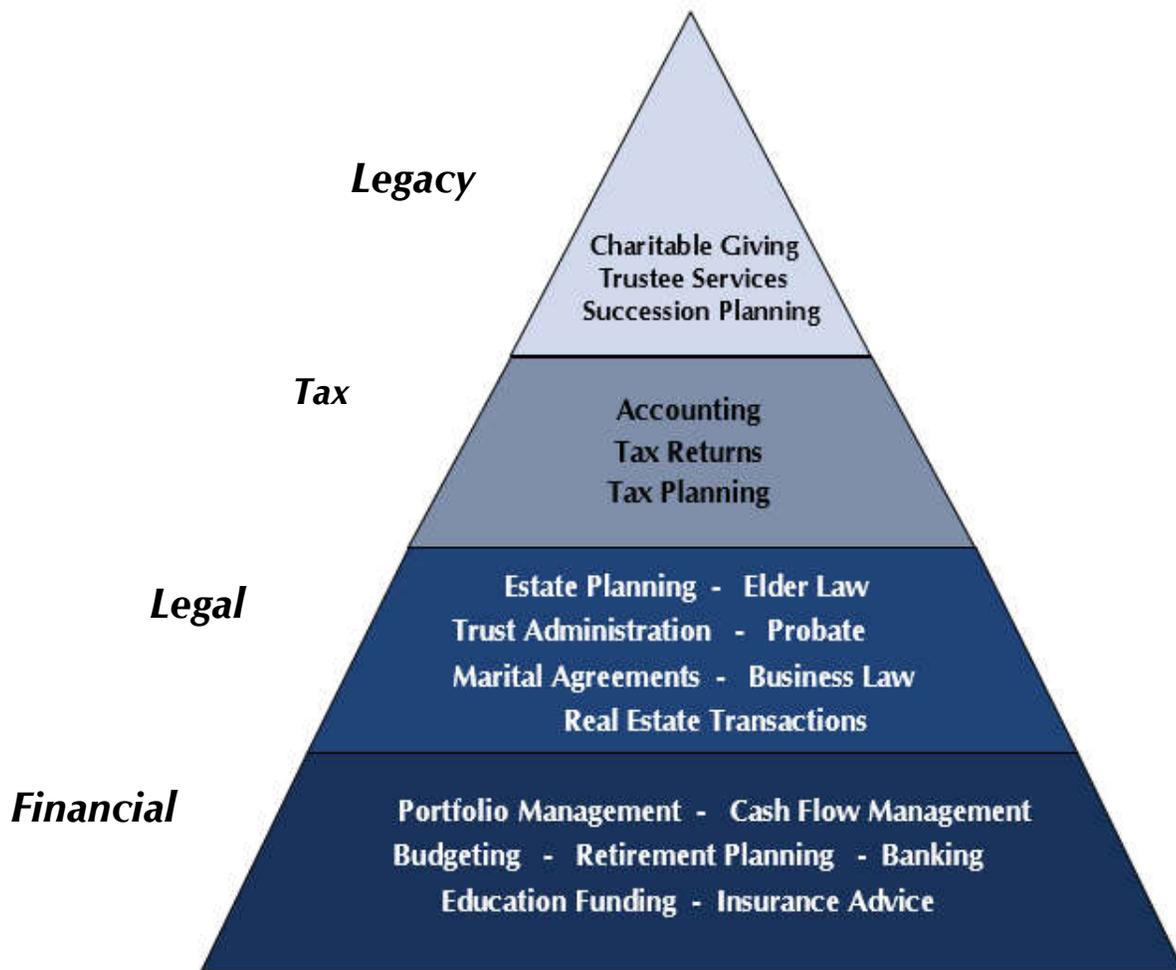
The Milwaukee Company and Willms-O’Leary, S.C. have collaborated to develop a “Support Stack”™ of comprehensive financial and legal services to address a pyramid of our mutual clients’ needs and goals.<sup>1</sup>



<sup>1</sup> The Milwaukee Company is affiliated with Willms-O’Leary, S.C. but are independent firms with separate ownership. Willms-O’Leary, S.C. is not a registered investment advisory firm and does not provide investment advice. The Milwaukee Company does not provide legal services, and communications with The Milwaukee Company are not covered by the attorney-client privilege.

## The Milwaukee Company & Willms-O'Leary, S.C. Support Stack (continued)

The Milwaukee Company & Willms-O'Leary, S.C. Support Stack™ incorporates a wide range of financial and legal services for our mutual clients and their families, including:



## The Milwaukee Company & Willms-O'Leary, S.C. Support Stack (continued)

### The Need for a Team Approach

The wide range of advice and services required to manage wealth in today's complex world requires a team approach.

Asset allocation, cash flow management, tax planning, and estate planning are just a few of the topics that require knowledgeable guidance from advisors who have considerable expertise in a variety of disciplines.

To address this need, some ultra-high net worth families establish private family offices that employ experts in several fields. However, the very high cost of operating a family office makes these organizations impractical for most individuals and families.

- The cost to operate even a small, single family office typically starts at a million dollars and goes up from there.
- And while participating in a multi-family office is a somewhat less-costly alternative, many restrict membership to families who have assets of \$20 million or more, and charge a management fee on those assets of 1% or more.

## The Milwaukee Company & Willms-O'Leary, S.C. Support Stack (continued)

### Benefits to a Team Approach

Most of us obtain legal advice from a lawyer, tax advice from an accountant and investment advice from a financial advisor. Typically, these advisors work independently of one another, which can result in conflicting advice, lost opportunities and inefficiencies that hinder individual and family achievement.

Benefits from having all of your advisors under one roof include:

- Teamwork between your advisors.
- Members of your team share a common understanding of your and your family's needs and aspirations.
- The risk of conflicting advice is greatly reduced or eliminated.
- Meetings between you and team members can be held at their common office.
- Opportunities for reduced fees.

Recognizing these advantages, some professional firms provide a range of services that are comparable to those provided by family offices. However, only law firms are permitted to offer legal advice. As a result, multi-disciplinary collaborations that do not include a full-service law firm are limited in the types of advice and the scope of services that they may offer.

## Background of The Milwaukee Company

The Milwaukee Company is an investment advisory firm based in Thiensville, Wisconsin that was established in 2004.

We offer portfolio management services to individuals, trusts, investment entities, and charitable organizations. We currently oversee in excess of \$780 million in client assets.

Our clients' investments are custodied at Fidelity Brokerage Services, LLC.

## Investment Approach

The Milwaukee Company's investment approach:

- Focuses on wealth preservation and risk adjusted rates of return in a manner that is consistent with our clients' investment objectives.
- Is founded in academics, statistics, and historical evidence.
- Emphasizes the way portfolios are built and managed over stock picking.
- Is tax sensitive.
- Reflects our client's estate planning.

## Investment Strategies

The Milwaukee Company has developed unique, academically sound, rules-based investment strategies that are used to manage our client's accounts.

Our current proprietary strategies include:

- Volatility Adjusted Asset Allocation (“VA4”).
- Market Target Strategy (“MTS”).
- Classic Asset Allocation Rebalancing (“CAAR”).
- Sector Rotation Strategy (“SRS”).
- Tactical Risk Strategy (“TRS”).
- Economic Cycle Strategy (“ECS”).

More information about our investment strategies can be found at our website: [www.themilwaukeecompany.com](http://www.themilwaukeecompany.com).

## **Willms - O'Leary. S.C. Legal Services**

Willms - O'Leary. S.C. provides an array of legal services, such as:

- Estate Planning.
- Business Succession Planning.
- Business Formation and Business Transactions.
- Elder Law/Medicaid Planning and Special Needs Law.
- Probate and Estate Administration.
- Trust Administration.
- Asset Protection.
- Real Estate Transactions.
- Formation and Administration of Nonprofit Organizations.

## Willms - O'Leary. S.C. Tax Services

Willms-O'Leary, S.C. also offers Tax Preparation Services to our clients. The types of returns we prepare include:

- Individual Income Tax Returns.
- Business Income Tax Returns (LLC, S-Corp and C-Corp).
- Trust and Estate Income Tax Returns.
- Estate and Generation Skipping Transfer Tax Returns.
- Gift Tax Returns.

## Conclusion

To maximize life's opportunities and overcome life's challenges, families need advice from a team of talented professionals with expertise in numerous disciplines.

It is critical that the advice given is coordinated and takes into account all facets of the family's wealth.

Lawyers, tax experts and investment advisors serving a family need to work collaboratively to address all of these areas in an efficient, coordinated and cost-effective manner.

The Milwaukee Company & Willms-O'Leary Support Stack provides clients with a broad range of services that can help ensure their and their families' futures are secure, and to establish a legacy that provides for loved ones and favorite charitable causes.

**END OF PRESENTATION**