

Klaas Financial

UW Madison Private Wealth Group

April 15<sup>th</sup>, 2021

# Who We Are

## KLAAS FINANCIAL **By the Numbers...**



**45**

Years in business  
(Founded in 1976)



**1,100**

Clients  
(by household)



**21**

Employees  
(at two locations)



**605M\***

(Assets Under Management)  
(in millions)



**28**

States  
(where clients are served)

\*This number represents approximately \$438 million of assets under management in our discretionary wrap fee program (Klaas Investment Portfolios ("KIP")), and \$117 million in assets under management through our non-discretionary retirement plan consulting services (Klaas401k), and \$50 million in assets under management through our non-discretionary Investment Consulting Services ("ICS") arrangement with Mutual Securities. All "By the Numbers" data is as of December 31, 2020.

# How We're Different

**Diverse**

Women in key management, leadership roles

**Next Gen**

Average employee age compared to industry at large

**Growing**

Money in Motion radio show, KlaasU Seminars

# Our Services

## Individuals and Families



Klaas Investment  
PORTFOLIOS



- Fee-based Planning and Asset Management
- Fee for service Planning only

## Employers



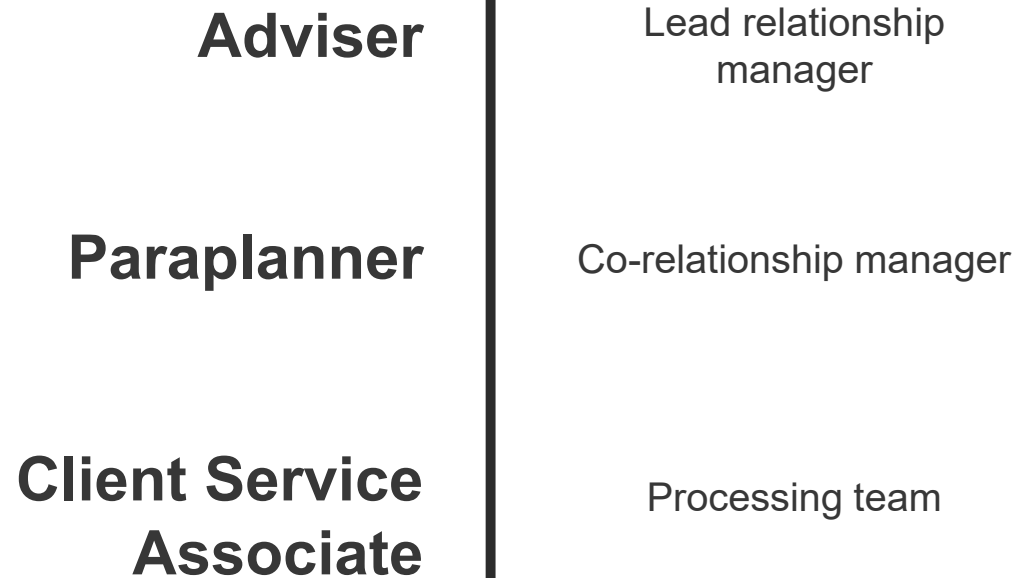
KLAAS 401K

- Employer Retirement Plan Solutions

**SPECIALTY** | We specialize in Retirement Planning. We strive to provide answers to all our clients' retirement questions in one place.

**STRUCTURE** | As a registered investment adviser, we are a fiduciary and act in our clients' best interest.

# Our Client Team Structure



# Our Planning Culture

## Our Core Values...

- **Curiosity:** To ask questions, be interested, and never stop learning.
- **Integrity:** To be honest, trustworthy and ethical in our commitments and actions.
- **Empathy:** To understand and share the feelings of our clients.

## Our Planning Culture...

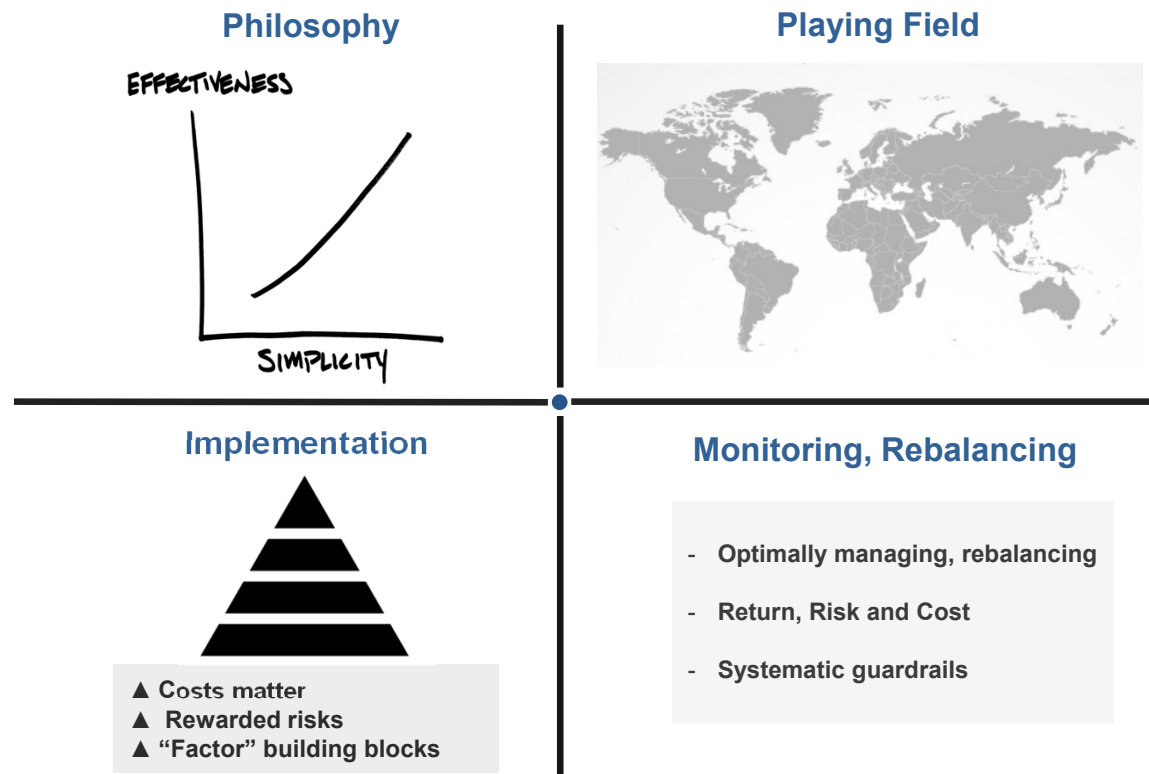
- **Detail:** Indulge in detail and be organized.
- **Interactive Plans:** Designed with the client participating to develop clear and actionable guidance.
- **Teamwork:** Problem solve with others, discuss plans, and share success stories together.

# Our Advice – Rigorous, Data-driven, Dynamic

- Interactive
- Ongoing
- Adaptable

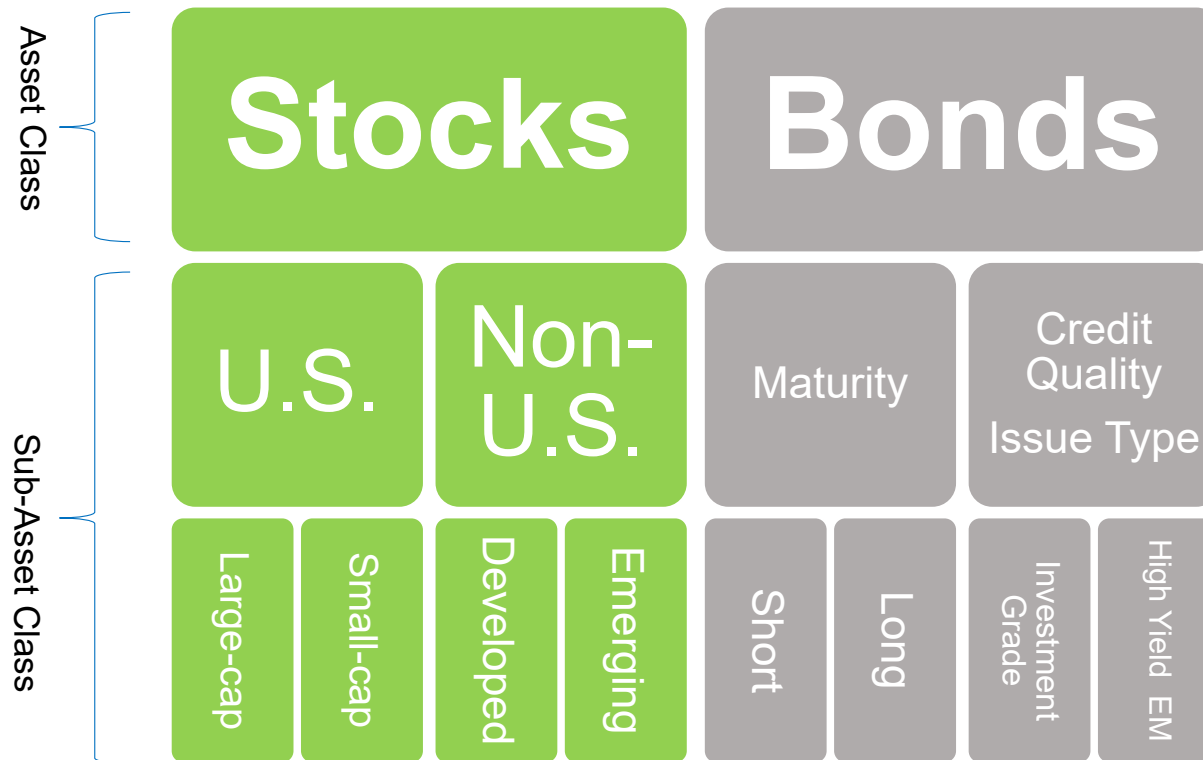


# Our Investments





# Our Investments



- Global diversification.
- Key drivers of return/risk.
- Diversified by:
  - Security
  - Country
  - Sector
  - Factor, style

# Appendix

# Get in contact



## Presenters



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# Internship Program

This role is ideal for candidates seeking an entry point into financial services and private wealth management. The position will offer foundational knowledge and experience into various aspects of the wealth management business, across investments, operations, and financial planning.

Our internship program is focused on finding rising junior/senior undergraduate student(s) who meet some or all of the following:

- Desire to work part-time throughout the calendar and academic year (not a 3 mo summer position).
- You are pursuing a Bachelor's degree in a related discipline.
- Intermediate to advanced knowledge of Microsoft Excel.
- Excellent problem solving and trouble-shooting skills.
- Ability to work independently and quickly learn new technologies/systems.
- Self-motivated, enthusiastic, responsible, with excellent attention to detail.
- Demonstrated interest toward a career in the wealth management industry.
- Interest in pursuing professional credentials such as Certified Financial Planner (CFP) or Chartered Financial Analyst (CFA) in the future.

# Important Disclosures

Opinions provided in this presentation are those of the presenters, are based on the data available as of the date given, and are subject to change without notice. Investors should consider multiple sources of data, and should not rely on one specific graph or set of data in making investment decisions.

Investors should be aware that all investments involve risk, including the loss of principal. Investors should consult a financial advisor to determine the appropriate asset allocation for them based on their financial resources, financial goals, time horizon and risk tolerance.

Klaas Financial Asset Advisors, LLC (Klaas), is a registered investment adviser registered with the United States Securities and Exchange Commission (SEC). For clients in the Klaas Investment Portfolios (KIP) Program, Klaas has discretionary authority over investment decisions.