2024 ADVISOR SUMMIT

Jan 23-25 • Houston, TX

SPONSORED BY S.T.L. RESOURCES

2024
ADVISOR
SUMMIT
Jan 23-25 • Houston, TX

Working Breakfast Investment Solutions

Hosted by: Sam Lawhon

SPONSORED BY
S.T.L.
RESOURCES

2023 Returns

Insert 2023 Market Returns - Equities

2023 Returns

Insert 2023 Market Returns –
Fixed Income

2023 Returns

Insert 2023 Market Returns – By Sector

2023 Returns

Insert 2023 Market Returns – By Style Box

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Investment Solutions Overview

Team, Resources, & Strategies

SPONSORED BY S.T.L. RESOURCES

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Investments Team

Investment Committee

- Paul Larson, CEO Larson Financial
- Alex Davis, Partner – Larson Financial
- Mitchell Wood, President – Intrua Financial
- Darin Archibold, Partner – Larson Financial
- Sam Lawhon, Director of Investments – LFH

Investment & Trading Team

- Sam Lawhon, Director of Investments
- Dylan Clark, Analyst
- Andre Fiorito – Analyst
- Hogan Raycroft – Junior Analyst
- Adam Sawchak – Trading Manager
- Bryan Ratkowski – Portfolio Administrator
- Tom Reis – Portfolio Administrator
- Spencer Gegg – Portfolio Administrator
- Kade Proctor – Portfolio Administrator

SPONSORED BY S.T.L. RESOURCES

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Resources

Fiducient Advisors

200+ Associates

33% Investment Consultants
38% Research & Analytics
17% Operations & Compliance
12% Client Service

Assets Under Advisement

$240+ billion

Business Lines

Defined Contribution
Defined Benefit
Financial Institutions

Endowments & Foundations
Private Clients

Associate Ownership

38 Partners
>18% of firm Associates have ownership

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Resources

Straxen – P&P / Dynamic Portfolios

Ron Piccinini, PhD.

- Architect of the TIX system and leading innovator in expected tail loss optimization
- Extensive expertise in quantitative analysis, parallel processing, quantum computing, machine learning, and large language models (LLM)
- Prior roles include head of risk management at Omaha Bank, risk management at TD Ameritrade, and extensive experience as a consultant for Economic Capital (banks), Portfolio Margin (trading/broker-dealers), hedging (agg commodities), and portfolio modeling (RIAs, wealth management firms)
- Creator and portfolio manager of the QPX ETF

STRAXEN

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Resources

Partner Firms

Third Party Strategy Providers

AlphaQuant
Engineered for Alpha

STRAXEN

Research & Reporting

Bloomberg

MORNINGSTAR

42 Macro

HEDGEYE

SPONSORED BY
S.T.L.
RESOURCES

Asset Management Philosophy

Target

- Create Portfolios based on both client's current and long-term needs

Customize

- There is no 'one-size fits all'. Our strategies are customized to each client's unique situation

Manage Dynamically

- Financial markets are dynamic, we believe our approach should be too

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Core Values

- Clear Communication
- Variety of Investment Strategies
- Tools & Support to help Advisors Grow
- Efficiency
- Accuracy

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Strategy Options

Asset Allocation Models

Strategy	Style	Risk Categories	Holdings	Muni Portfolios Available
U.S. Core	Diversified U.S. Allocation	Conservative ->Aggressive	Mutual Funds, ETFs	Yes
Focused Income	Fundamentally-Driven Diversified Allocation Income-Focused	Ultra-Conservative ->Aggressive	Mutual Funds, ETFs	No
Fundamental	Fundamentally-Driven Diversified Global Allocation	Conservative ->Aggressive	Mutual Funds, ETFs	Yes
Fundamental ETF	Fundamentally-Driven Diversified Global Allocation	Conservative ->Aggressive	ETFs	Yes
Dynamic	Quant-Driven Risk-Managed U.S. Tactical Allocation	Conservative ->Aggressive	Mutual Funds, ETFs	Yes
Preserve & Participate (P&P)	Quant-Driven Risk-Managed U.S. Tactical Allocation	Conservative ->Aggressive	ETFs	No

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Strategy Options

Separately Managed Accounts

Strategy	Style	Risk Categories	Holdings	Muni Portfolios Available
Concentrated Growth SMA	Quant-Driven Quality Growth U.S. Large/Mid Caps	Aggressive	Individual Stocks (40)	No
Quality Dividend SMA	Quant-Driven High Dividend U.S. Large	Aggressive	Individual Stocks (33)	No
MOAT SMA	Fundamental Research Driven/U.S. Large	Aggressive	Individual Stocks (40)	No
Protego	Defined Risk Synthetic Structured Notes	Conservative ->Aggressive	Bonds, ETFs, Options	No
Strategic Macro	Research Driven Global Culmination of best idea	Aggressive	Equities, options	No

Now available!

All SMA Strategies have a 25bps fee

SPONSORED BY S.T.L. RESOURCES

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Strategy Options

Equity Sleeves – ***Now Available!***

Strategy	Style	Risk Categories	Holdings	Muni Portfolios Available
Artificial Intelligence	Fundamental Research Thematic	Aggressive	Individual Stocks (40-60)	No
Biopharma Innovation	Fundamental Research Thematic	Aggressive	Individual Stocks (15-25)	No
GLP-1 Innovation	Fundamental Research Thematic	Aggressive	Individual Stocks (15-25)	No
US Fiscal Supremacy	Fundamental Research Driven/U.S. Large	Aggressive	Individual Stocks (30-35)	No
Banks & Insurers	Fundamental Research Driven/U.S. Large	Aggressive	Individual Stocks (15-20)	No

All SMA Strategies have a 25bps fee

Strategy Options

Thematic Allocation Sleeves – ***Now Available!***

Strategy	Style	Risk Categories	Holdings	Muni Portfolios Available
Bear Market	Positive Correlation to Declining U.S. Equity Market	Aggressive	Mutual Funds, ETFs	No
Bitcoin / Ethereum	Dedicated Bitcoin and Ethereum Exposure	Aggressive	Mutual Funds, ETFs	No
Diversified Closed End Funds	Diversified Closed End Fund Exposure	Aggressive	Mutual Funds, ETFs	No
High Income	Diversified High Income Allocation	Moderately Aggressive	Mutual Funds, ETFs	No

Strategy Options

Tailor-made– ***Now Available!***

Strategy	Style	Risk Categories	Holdings	Muni Portfolios Available
Direct Indexing	Varied Tax sensitive	Cons>Agg Growth	Single Stocks	No
Covered Call	Options Overlay Yield enhancement	Aggressive	Options	No
Put-Write	Options Overlay Yield enhancement	Aggressive	Options	No

All SMA Strategies have a 25bps fee

Go through 3 different SMA strategies

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

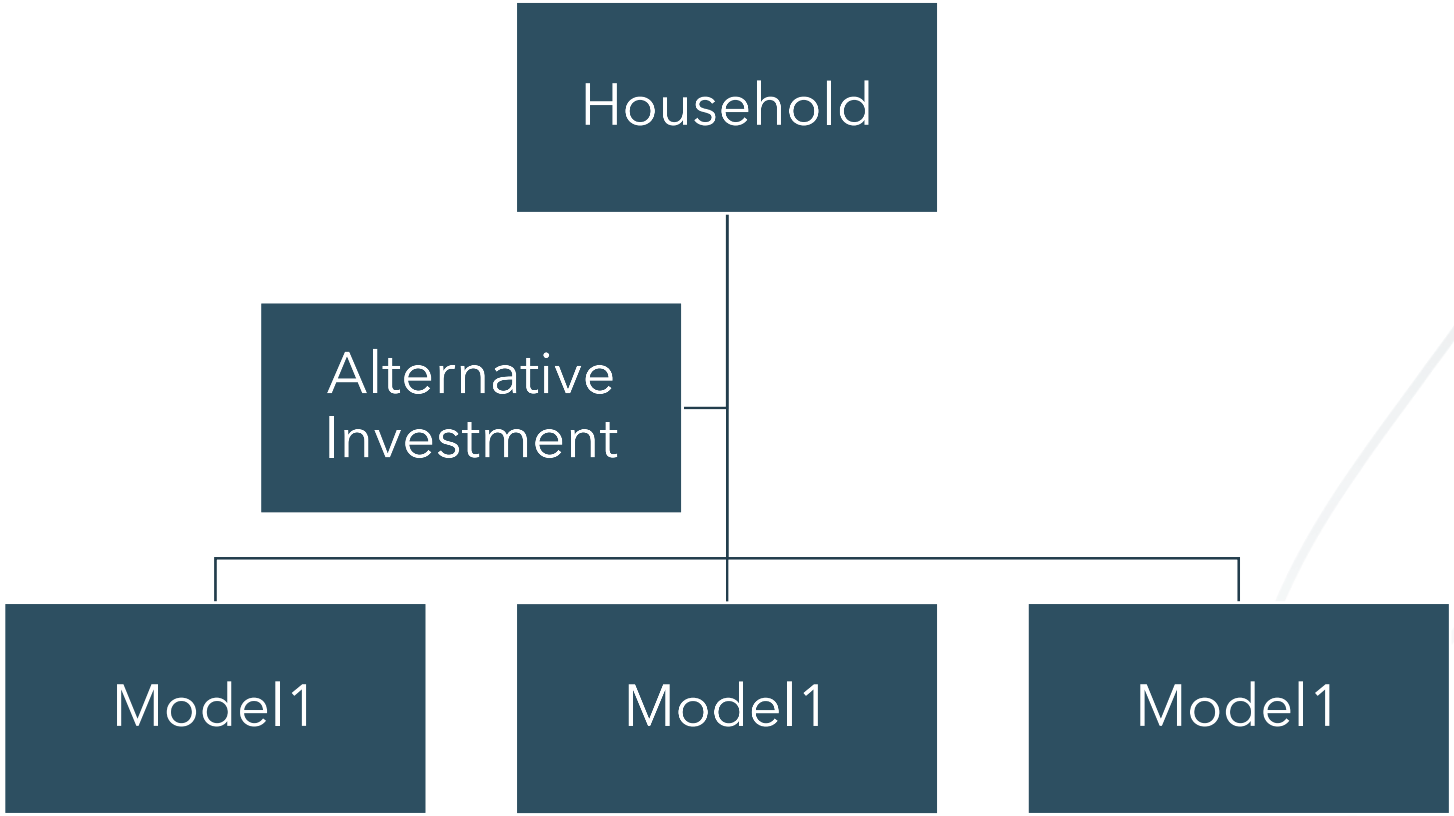
Upcoming Changes

Designed to Make your Business more Efficient

SPONSORED BY S.T.L. RESOURCES

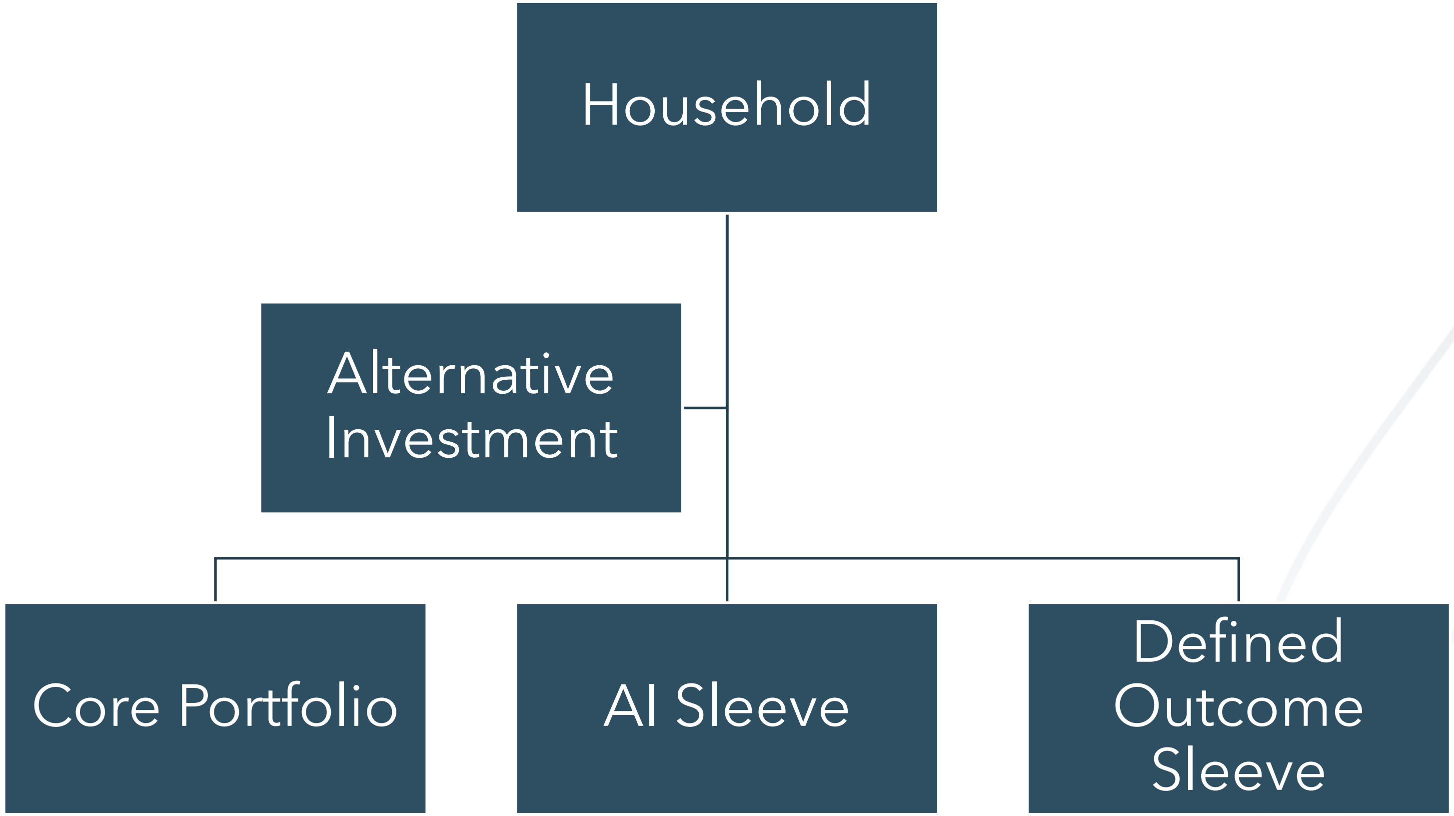
Householding to Sleeving

Current form



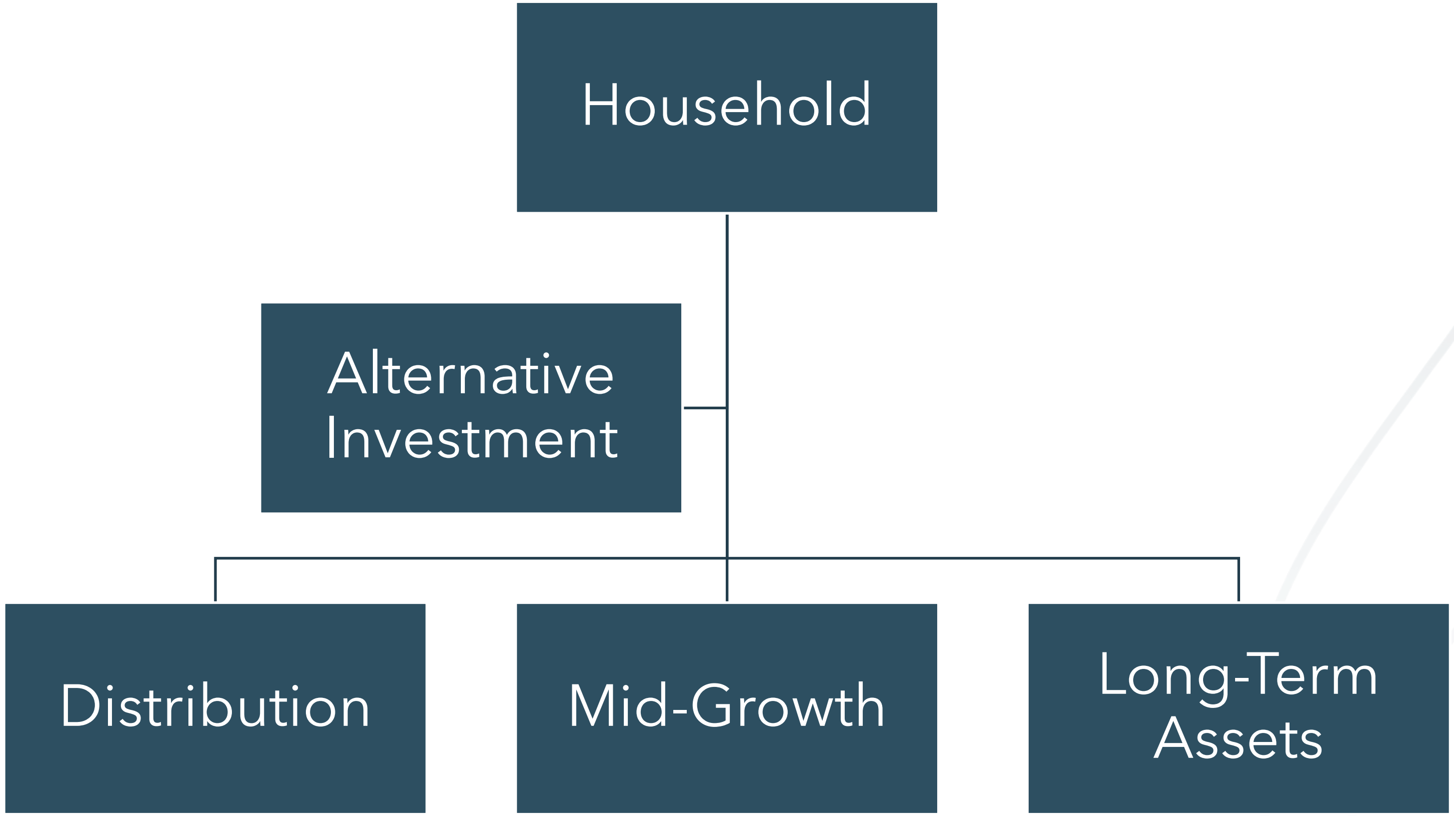
Householding to Sleeving

Option 1 – Sleeve Approach



Householding to Sleeving

Option 2 – Bucket Approach



2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Change to Contribution Methodology

Allocated Across Model > Invest in S&P 500 Equivalent fund

Benefits:

- DCA is superior to allocating across model
- More efficient and seamless process for all parties involved

SPONSORED BY S.T.L. RESOURCES

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Advisor Tools

Designed to Support your Business

SPONSORED BY
S.T.L. RESOURCES

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Direct Indexing

Customized

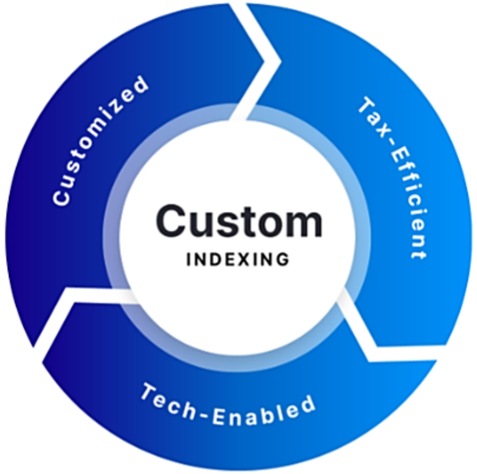
Just like your fingerprint, your investment objectives are unique. By incorporating your preferences, values, and goals, we create a personalized solution that is tailored to you.

Tax-Efficient

Through a tax-managed approach, we can transition assets tax-effectively, set capital gains budgets, and provide proactive tax loss harvesting to help improve returns and reduce taxes.

Tech-Enabled

With access to Orion's premier tech suite, your advisor is in full control of your personalized investment needs and can streamline trading, reporting, and simplified account maintenance.



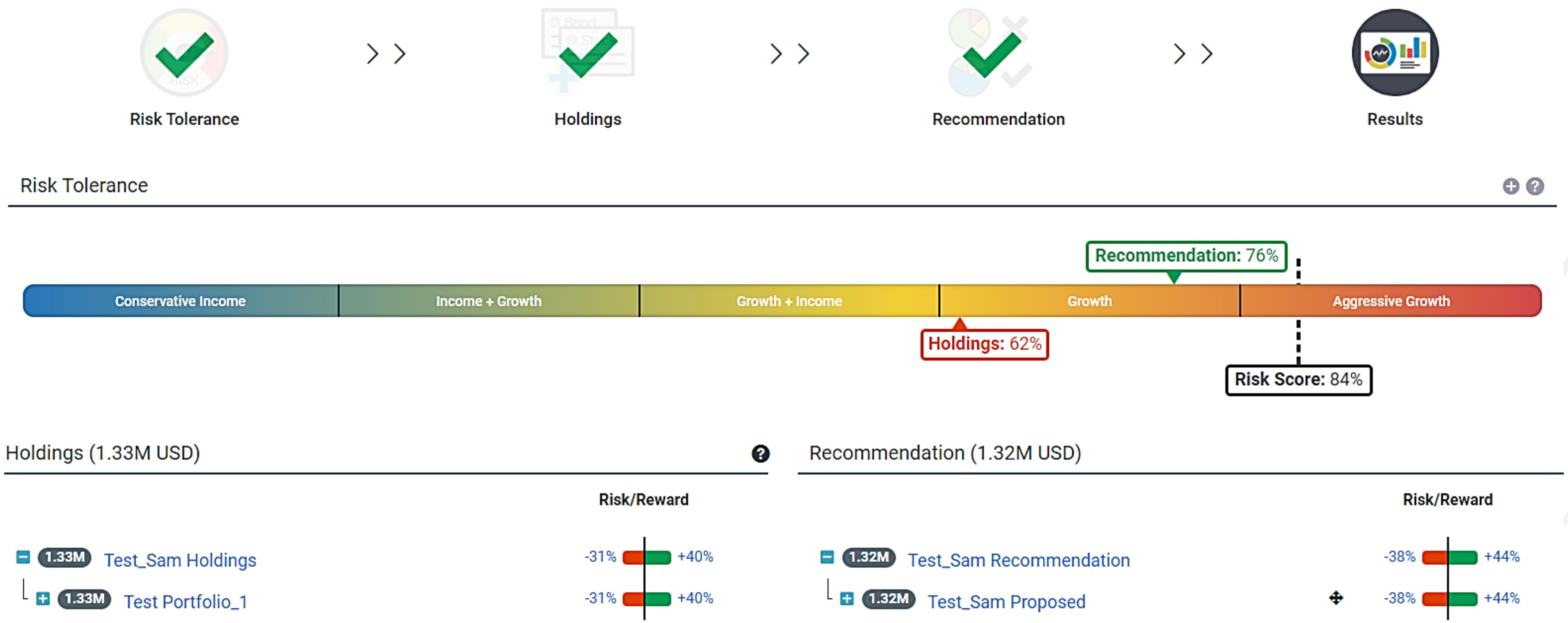
	Mutual Funds	ETFs	Custom Indexing
Professionally Managed	●	●	●
Low Fees		●	●
Transparency		●	●
Investment Customization			●
ESG/SRI/Faith-Based Restrictions			●
Tax Harvesting			●
Tax Transitioning			●

Direct Indexing

Go through direct indexing case

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Portfolio Selection & Proposals



SPONSORED BY
S.T.L. RESOURCES

Benefits of Improved Process

- Matches clients appropriately to portfolios
- Highly customizable
- Superior proposals
- Focuses clients on the right things

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Advisor Process

1. Attach holdings (*if it is a prospect client*)
   A. Note client if in MGP or E-money
   B. Send excel sheet or current holdings

2. Fill out proposal form

3. Submit to trade desk

Proposals will be returned within 48 hours

SPONSORED BY S.T.L. RESOURCES

Resources

Designed to Support your Business

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Advisor Resources

- Fact Sheets
- Portfolio One-Pagers
- Portfolio Construction Overviews

SPONSORED BY S.T.L. RESOURCES

2024 ADVISOR SUMMIT
Jan 23-25 • Houston, TX

Marketing Materials

- Monthly Market Updates
- Market recaps on Orion reports

2024
ADVISOR
SUMMIT
Jan 23-25 • Houston, TX

Next Session starts at 9:00a

"Wrap-up 7-year Business Plans"
Hosted by: Paul Larson

SPONSORED BY
S.T.L.
RESOURCES

2024
ADVISOR SUMMIT

Jan 23-25 • Houston, TX

SPONSORED BY
S.T.L. RESOURCES