

**MORAN ♦ EDWARDS**

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**ASSET MANAGEMENT GROUP  
OF WELLS FARGO ADVISORS**

A black and white photograph of three men in business suits standing side-by-side. The man on the left is wearing a dark suit and tie, with his hands in his pockets. The man in the center is wearing a dark suit, a patterned tie, and glasses, with his hands clasped in front of him. The man on the right is wearing a dark suit and a patterned tie. A semi-transparent blue rectangular box is overlaid on the center of the image, containing white text.

A Portfolio Manager  
Who Knows You  
and Your Goals is  
an Invaluable Asset.

Choosing  
Someone to Help You  
Manage Your Money is an  
Important Decision.

You want a person who is not only an investment professional, but one who understands your individual financial goals. Ideally, that manager should also be someone you can talk to, who will be there for you with assistance and advice.

Moran Edwards Asset Management Group of Wells Fargo Advisors provides you with just this kind of service – a combination of top-quality professionalism and the personal approach you deserve. You will establish a one-on-one relationship and be treated as an individual with a unique financial situation.

Through our group you will be investing with Wells Fargo Advisors, one of the largest brokerage firms in the United States. We strive to add value to our clients' portfolios by capitalizing on our decades of investment experience and our strong presence on Wall Street. As a result, you not only receive personalized investment attention, you also get the backing of all our services and our integrity.

Put Our Experience to Work for You





# The Principals of

## Moran Edwards Asset Management Group

**THOMAS M. MORAN**, Founder and Managing Principal. With over 30 years of experience in the financial services industry, Tom Moran has been acknowledged by *Barron's* as the #1 Advisor<sup>1</sup> in Southwest Florida and was ranked by *Barron's* among the Top 100 Advisors<sup>1</sup> in the Nation in 2010.

A Phi Beta Kappa graduate of the University of Colorado, Tom's experience and solid reputation as an expert in his field has made him a reliable source for various media outlets. He has been interviewed and quoted by *Barron's* and *Gulfshore Business*, and has authored articles on a variety of financial and economic topics for local and national industry magazines.

As a Senior PIM Portfolio Manager and Managing Director – Investments, as well as a member of the firm's Advisory Council for fee-based money management and trust services, Tom is well-known and respected throughout Wells Fargo Advisors. Portfolios managed by Tom have been nationally recognized for superior performance; including being awarded the #1 National Ranking for his Conservative Growth Portfolio's 10-year track record by Nelson Information's *World's Best Money Managers*<sup>2</sup>.

Tom is deeply engaged in the Naples community and a passionate supporter of numerous organizations. He serves on the board of Youth Haven and the Executive Advisory Board of the United Arts Council and is Chairman of the Board for Opera Naples. Tom and his wife of 24 years, Sandi, are trustees for the Naples Children & Education Foundation (NCEF), which organizes the Naples Winter Wine Festival, an annual event benefiting local charities committed to assisting underprivileged and at risk children. They have underwritten events for Youth Haven, Hope for Haiti, Opera Naples, The United Arts Council and The American Cancer Society. Sandi serves as president of the Naples Chapter of the Chaîne des Rôtisseurs, the world's oldest international gastronomic society and an organization in which Tom is actively involved. Tom is a member of the Financial Advisory Committee for the Culinary and Hospitality Education Foundation (CHEF) and is the former president of The Learning Connection of Naples. Because of his exemplary commitment to the community, The Education Foundation of Collier County selected Tom as one of their "Men of Distinction" for 2010. In recognition of their remarkable work and impact within the Naples community, Tom and Sandi Moran received the 2010 Philanthropist of the Year's Lifetime Achievement award. Tom and Sandi's children attend Cornell University, Williams College and Community School of Naples.

**ROBERT T. EDWARDS** is the Senior Principal and a Senior PIM Portfolio Manager with over 28 years as a financial advisor. In addition to advising an affluent clientele in Naples, Bob counsels other wealth managers and has been a frequent industry speaker at conferences for financial professionals in Atlanta, Boston, Chicago, Dallas, Orlando, Philadelphia, and San Diego.

In his role as a financial advisor and wealth manager, Bob has been recognized by *Barron's* Magazine as one of America's Top 1000 Financial Advisors. In addition, he has been ranked in America's Top 100 Financial Advisors by industry magazine *Registered Rep*. He has been consistently listed locally in *Gulfshore Life Magazine* as one of SW Florida's "Five Star Financial Wealth Managers," and with business partner Tom Moran, the entire team has been recognized and ranked by *Research Magazine*<sup>3</sup>.

Investment portfolios managed by Bob have received national rankings for peer group performance in Thomson-Reuters' Nelson's *World's Best Money Managers* for 1 yr, 3 yrs, 5 yrs, and 10 yrs including a recent #2 ranking for US Equity Core portfolio performance over 5 yrs for his Strategic Equity Blend.

A resident of Naples for more than 40 years, Bob is active locally on the boards of The Naples Philharmonic Center for the Arts and the Naples Children & Education Foundation, which organizes the Naples Winter Wine Festival, an annual event that has raised over \$80 million for Collier County children's charities in its first 10 years. Additionally he serves on the board of the Patty & Jay Baker Naples Museum of Art. Nationally, Bob is on the boards of *Sculpture* magazine (Washington DC) and The International Sculpture Center (Princeton, NJ). Bob and his wife Terry have underwritten events at the The Phil, the Patty & Jay Baker Naples Museum of Art, The von Liebig Art Center, The Shelter for Abused Women and Children, and Naples Town Hall Distinguished Speaker Series, and around Florida at art museums in Tampa, Sarasota, Miami and Boca Raton. For 20 years Bob has been a collector of modern art and more recently is a collector of 1940's to 1960's classic sports cars. The Edwards' art-filled home is frequented by groups from various art museums and charitable organizations. Bob and Terry are parents to three children and two Great Danes.

“ We believe consistent, disciplined management, using separate accounts, diversifying risk over issue, industry, sector, and style preserves capital and builds wealth. ”



A black and white photograph of three women standing side-by-side, smiling. They are all wearing dark business suits over light-colored blouses. The woman on the left has long, straight hair. The woman in the middle has short hair and is wearing glasses. The woman on the right has curly hair. The background is a plain, light-colored wall. A blue rectangular overlay is positioned on the right side of the image, containing white text.

Teamwork is intrinsic to Moran Edwards Asset Management Group's approach to pursuing your financial objectives. From our very first meeting, you benefit from a team that applies many years of collective financial experience to the serious business of managing your investments.

# Bringing You Experience and Accessibility

**Collectively, the principals of the Moran Edwards Asset Management Group have more than 100-years of experience in helping clients pursue their investment goals with sound financial strategies. As part of our private client services, we take an all-inclusive approach to investment planning, retirement-plan analysis, investment review and screening, and portfolio-management services.**

**Using a comprehensive team approach, Moran Edwards Asset Management Group provides investment management services to a select group of clients. We focus on serving successful individuals and their families. We also provide specialized financial services for corporations, executives, fiduciaries and non-profit organizations.**

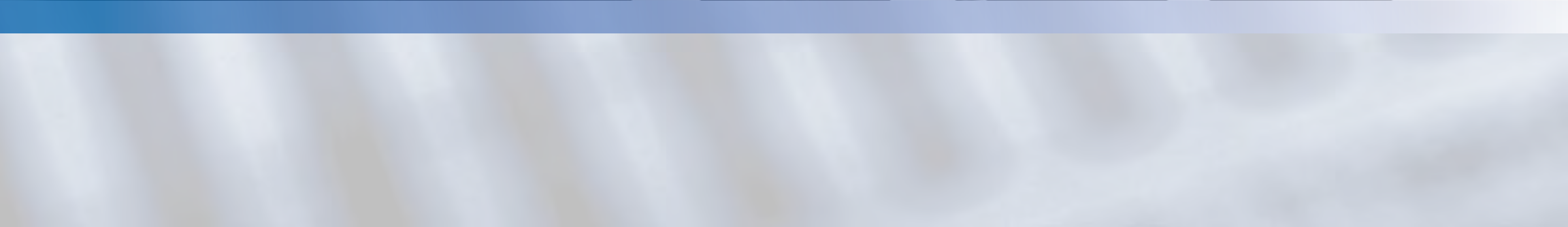


# A Team with a Vision

We believe in long-term relationships and strive to earn your continued trust. A great reputation must be earned and, once earned, can be relied upon by your family for generations. This is not a commitment we take lightly. Doing the right thing is the center of our investment philosophy.

Our clients enjoy the personal attention that is the hallmark of Moran Edwards Asset Management Group. We maintain long-term relationships with affluent clients who typically have portfolios of \$1 million or more of investable assets.

Investing with Moran Edwards Asset Management Group involves an ongoing dialogue to review your portfolio, assess new investment opportunities and reevaluate your strategy as market conditions or your objectives change.



# A Structured Fee-Based Relationship

Moran Edwards Asset Management Group takes a disciplined and personal approach to managing your money. We use our knowledge and experience in this discretionary relationship to pursue the long-term goals you've set for your portfolio. As PIM Portfolio Managers, the members of the Moran Edwards Asset Management Group are among the select Wells Fargo Advisors who are qualified to manage client portfolios on a discretionary or non-discretionary basis.

## Keep Fully Informed on Your Portfolio's Performance

- Written confirmations of all transactions in your accounts.
- Monthly statements summarizing the preceding month's account activity.
- Quarterly performance reports detailing the value of your portfolio at the beginning and end of the preceding quarter, along with your contributions and disbursements.
- A year-end summary of all transactions and activity in your account, including an easy-to-read profit and loss statement.





Moran Edwards Asset Management Group oversees the critical stages in the development of your personal investment plan.

## Asset Allocation

Our group calculates the mixture of stocks, bonds and cash alternatives that makes sense for you. Asset allocation is more than just deciding to invest in stocks or bonds; it's balancing this mix with changing market conditions and the level of volatility that matches your risk tolerance.

## Security Selection

Not every stock or bond is right for you. Through a detailed analysis of companies, industries and overall economic situations, we identify and select specific securities for your portfolio.

## Continuous Monitoring

Because market conditions and the economic outlook are ever-changing, we monitor your investments on an ongoing basis.

### Other Services

- Trust Services<sup>4</sup>
- Treasury Services/Credit Card Services
- Online Access to Account Information
- Billpay Services
- Access to Lending Services<sup>5</sup>
- Pension and IRA Distribution Analysis



Wells Fargo Advisors across America call on us for Money Management.

More than 600 of the financial portfolios we manage are referred to us from Wells Fargo Advisors across the country. These seasoned experts know that the combined expertise of Tom Moran, Bob Edwards and our team is a uniquely powerful asset in the quest for long-term performance.

We help Advisors deliver extraordinary results to their clients, managing the money in accordance with their instructions while they maintain client contact and account control. As client investment objectives change, Advisors can quickly switch from any of our core 15 strategies to a different strategy with just a phone call.

Another great indication of the Moran Edwards reputation for proven results and remarkable service: over 150 of our clients are Wells Fargo Advisors themselves — professionals who choose us to manage their personal asset portfolios.

Fees for the PIM Program cover advisory services, performance measurement, transaction costs, custody services and trading. Fees are based on the assets in the account and are assessed quarterly. A minimum annual fee may apply for this program. The minimum account size for each investment style is \$50,000. Fee-based accounts are not designed for excessively traded or inactive accounts, and may not be suitable for all investors. During periods of lower trading activity, your costs might be lower if our compensation were based on commissions. Please carefully review the Wells Fargo Advisors advisory disclosure document for a full description of our services, including fees and expenses.

<sup>1</sup>**Barron's Top 100 Financial Advisors:** The rankings reflect each advisor's assets under management, his or her contribution to the firm's revenues and profits, and indications of service quality. Assets managed for institutions were not counted toward the score. Many of the top independent advisors head up firms, however, their scores were based on assets in accounts that they oversee themselves. Portfolio performance isn't a criterion, because many advisers don't have audited track records. **Barron's Top 1000 Advisors (2010):** Ranking based on data provided by over 4,000 of the nation's most productive advisors. Factors considered: Assets under management, revenues, regulatory record, quality of practice and philanthropic work. Institutional assets given less weight. Portfolio performance not explicit component.

<sup>2</sup>Nelson's *World's Best Money Managers* performance calculated "net" of all fees and brokerage commissions, inclusive of cash and in U.S. dollars. Results calculated on a minimum asset base of at least \$10 million for "traditional" U.S. asset classes (equity, fixed income, balanced accounts) and \$1 million for all international and for "alternative" U.S. asset classes. Only categories/time period combinations for which there at least 21 contenders are published.

<sup>3</sup>**Registered Rep:** The list of advisors was compiled by Discovery Database, an online database of financial service intermediaries, which weighed factors of FINRA registered representatives such as total assets under management and years in the industry, then validated by direct surveys. **Research Magazine:** Candidates who pass Research Magazine's rigorous screens have served a minimum of 15 years in the industry, have acquired substantial assets under management, demonstrate superior client service and have earned recognition from their peers and the broader community for the honor they reflect on their profession. **Crescendo 5-Star Wealth Manager:** Survey conducted by Crescendo, an independent third-party research firm. For 2010, they surveyed 22,500 consumers of the magazine and 1,900 Financial Service Professionals to evaluate the 4,100 candidates in the Southwest Florida area as the best in client satisfaction Wealth Managers. Evaluation based on nine criteria, including customer service, integrity, knowledge/expertise, recommendations and overall satisfaction. Award is given to top scoring managers, totaling less than 7% of eligible candidates. Only candidates with five years of experience in the financial services industry are considered. The rating may not be representative of any one client's experience because the rating reflects an average of all, or a sample of all of the experiences of the financial adviser's clients. Working with a FIVE STAR Wealth Manager is no guarantee of future investment success nor is there any guarantee that the selected Wealth Managers will be awarded this accomplishment by



Crescendo in the future. For more information on the rating methodology, go to [www.fivestarprofessional.com/wmresearch4](http://www.fivestarprofessional.com/wmresearch4).

Trust services available through banking and trust affiliates in addition to non-affiliated companies of Wells Fargo Advisors, Wells Fargo Advisors and its affiliates do not provide legal or tax advice. Any estate plan should be reviewed by an attorney who specializes in estate planning and is licensed to practice law in your state.

<sup>5</sup>Lending and other banking services available through the Banking Services Group of Wells Fargo Advisors are offered by banking and non-banking affiliates of Wells Fargo & Company, including, but not limited to Wells Fargo Bank, N.A., Wells Fargo Home Mortgage, Wells Fargo Home Equity Group, Wachovia Bank and Wachovia Bank of Delaware, divisions of Wells Fargo Bank, N.A., and Wells Fargo Equipment Finance, Inc. All loans and lines of credit are subject to credit approval, verification and collateral evaluation. Products are not available in all states. Certain restrictions apply. Programs, rates, terms and conditions are subject to change without notice.

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Investment and Insurance Products: ► NOT FDIC Insured ► NO Bank Guarantee ► MAY Lose Value

# An Investment Plan Tailored To Your Needs



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