

## Services for Nonprofit Organizations

### Investment Advisor Evaluation | Search | Insight

---

#### The Challenge of Finding an Exceptional Investment Advisory Provider

A prudent, fiduciary-oriented approach to investment management – one that carefully balances capital preservation and growth with risk, performance, and cost – is critical to the success of a nonprofit organization and to the continued fulfillment of its mission. Many nonprofit organizations entrust this important responsibility to outside providers, employing financial advisors, investment advisory firms, and consultants in the management of their assets.

However, finding the right investment advisory provider can be challenging. Among the thousands of financial advisors and firms in the United States, only a small percentage have the experience, knowledge, and capabilities required to meet the complex and unique needs of large nonprofit organizations. Combined with the opaque, sales-centered nature of the investment management industry, separating these exceptional professionals from their less capable counterparts can be difficult.

#### How SpringReef Can Help

**SpringReef LLC is an investor advocate**, providing independent, unbiased guidance to nonprofit organizations and high net worth families on essential aspects of investment management. We offer:

- Comprehensive evaluations of investment advisory providers<sup>1</sup>, including reviews of investment performance and fees
- Searches for best-in-class investment advisory providers to match specific client needs (RFP process facilitation)
- Ongoing monitoring and coordination of advisor relationships
- Client-specific, project-based investment advisory consulting

#### Our Services for Nonprofit Organizations

##### Comprehensive Evaluations of Investment Advisory Providers

With extensive industry insight and expertise in the evaluation of financial advisors and investment advisory firms, SpringReef offers clients the transparency they deserve when it comes to their investment management. Using our comprehensive due diligence process, we conduct detailed reviews of clients' current investment advisory providers, assessing them on twenty critical factors that include regulatory history, industry experience, quality of investment process, breadth and depth of investment solutions, strength of performance, and fairness of fees.

##### Searches for Best-in-Class Investment Advisory Providers (RFP Process Facilitation)

SpringReef helps clients separate exceptional investment advisory providers from their less capable counterparts. Using our comprehensive due diligence process, we facilitate the request-for-proposal (RFP) process on behalf of nonprofit organizations, reviewing advisors from broker-dealers, registered investment advisers (RIAs), private banks, and trust companies, as well as institutional consultants. We recommend professionals who not only have outstanding investment experience, knowledge, and capabilities, but who are also well-matched with our clients' needs, goals and values.

##### Ongoing Monitoring and Coordination of Advisor Relationships

SpringReef also provides clients with continued monitoring and coordination of their advisor relationships to ensure advice, performance, and service remain aligned with their needs, goals, and expectations. As part of this offering, we participate in periodic investment performance reviews with financial advisors, acting as an independent partner and advocate for our clients.

*(continued...)*

## Services for Nonprofit Organizations

### Investment Advisor Evaluation | Search | Insight

---

#### Client-Specific, Project-Based Investment Advisory Consulting

For clients who seek guidance that falls outside of our traditional offerings, SpringReef provides customized consulting services to meet their specific needs. Our unique insight into the industry allows us to provide an objective and unbiased perspective on a wide array of important investment advisory matters, including overall investment management strategy and vehicles, asset allocation, investment policy statements, passive versus active investing, and discretionary versus non-discretionary management.

#### What Makes Us Unique

As an independent partner, a trusted advisor, and a fiduciary, we are committed to serving the best interests of our clients. Accordingly, we are not affiliated with any financial advisors or investment management firms, we do not manage any assets or investment portfolios, and we receive no compensation from the financial advisors or firms we evaluate or recommend. Our sole objective is to help our clients navigate the complex landscape of investment management and to guide them towards the best solutions for their needs and goals.

#### Our Leadership

With over thirty-five years of financial services experience, including a succession of senior executive roles at a prominent investment management firm, Doug Black, founder of SpringReef, possesses the background and expertise critical to helping clients with their most important investment management concerns. As an industry expert, Mr. Black has been featured in publications such as *The Wall Street Journal*, *The New York Times*, *Barron's*, *Family Wealth Report* and *Private Asset Management*.

To learn more about SpringReef LLC, please contact us at (973) 577-3184 or [info@springreef.com](mailto:info@springreef.com), or visit us online at [www.springreef.com](http://www.springreef.com).

<sup>1</sup> Investment advisory providers include broker-dealers, registered investment advisers (RIAs), private banks, trust companies, and institutional consultants. We do not generally evaluate specific asset managers or asset management firms.

SpringReef LLC is a state-registered investment adviser in California, Florida, Maryland, New Jersey, New York, Virginia, and the District of Columbia. The purpose of this material is limited to the dissemination of general information regarding the services offered by SpringReef LLC. It is not intended to be a solicitation or offer to sell investment advisory services to residents of any state in which SpringReef LLC is not currently authorized to do so. Form ADV Part 2, which details the business practices, services and related fees of SpringReef LLC, is available upon request. Investing involves risks and there is always the potential of losing money when you invest. Choosing a financial advisor recommended by SpringReef LLC does not assure a profit or protect against loss.