

Overview of SpringReef LLC

Financial Advisor Evaluation | Search | Insight

About Our Firm

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

- Comprehensive financial advisor evaluations, including assessments of investment performance and fees
- Searches for best-in-class financial advisors and wealth management firms to match specific client needs
- Ongoing monitoring and coordination of financial advisor relationships
- Client-specific, project-based wealth management consulting

To date, we have helped over 160 high net worth families and nonprofit organizations, representing over \$12.5 billion in investable assets, with advisor evaluations, advisor searches, and general investment advisory consulting.

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 wealth 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 wealth management and to guide them towards the best solutions for their needs and goals.

Our Services

Comprehensive Financial Advisor Evaluations

Obtaining an independent, unbiased assessment of one's current financial advisor is important given the complex and opaque nature of the wealth management industry. With extensive industry insight and expertise in the evaluation of financial advisors and wealth management firms, SpringReef conducts detailed reviews of clients' existing advisors, assessing them across six critical dimensions, including both qualitative and quantitative measures, and based on a 50-point rating system. Our assessment examines a provider's regulatory history, industry experience, client focus, quality of investment process, breadth and depth of investment solutions, strength of performance, and fairness of fees, among other factors.

Searches for Best-in-Class Financial Advisors

Finding the right wealth management provider, particularly one who can meet the complex needs of a high net worth family or nonprofit organization, can be challenging. Between the staggering size of the wealth management industry and the sales-centered nature of the business, identifying best-in-class professionals can quickly become a difficult and confusing endeavor.

SpringReef helps clients separate exceptional wealth management providers from their less capable counterparts. Using our comprehensive due diligence process, we conduct evaluations on financial advisors from broker-dealers, registered investment advisers (RIAs), private banks, and trust companies, and 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.

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Ongoing Monitoring and Coordination of Financial Advisor Relationships

SpringReef also offers clients continued monitoring and coordination of 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.

Client-Specific, Project-Based Wealth Management Consulting

For clients who seek wealth management 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 wealth management matters, including overall investment management strategy and vehicles, asset allocation, passive versus active investing, and discretionary versus non-discretionary management.

Our Leadership

With close to 40 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 wealth 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, or visit us online at www.springreef.com.

SpringReef LLC is a state-registered investment adviser in Florida, Louisiana, 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.