

## THE BENEFITS OF WORKING WITH A REGISTERED INVESTMENT ADVISOR

### WHAT WE DELIVER AS A REGISTERED INVESTMENT ADVISOR

Whether we are helping you plan for your retirement or save for your children's education, YOUR objectives are OUR objectives:

- As a Registered Investment Advisor, it is our fiduciary duty to act in your best interest—we are legally bound to put our clients' interests first
- We will take the time to understand you and your specific financial situation
- We will strive to ensure your needs are being met through a personal relationship and committed pursuit of your investment goals
- We will make portfolio recommendations consistent with your objectives

### PERSONALIZED, FOCUSED FINANCIAL ADVICE

Our compensation for asset management services is aligned with your goals

- We charge for our services based on a percentage of your assets managed - It is important to us that your investments continue to grow
- We are required to disclose how we are compensated - So you can give consent on financial products where a commission may be involved

## QUESTIONS YOU SHOULD ASK YOURSELF:

-  What am I looking for - Assistance with buying/selling individual securities, investment advice, or both?
-  How do I want to pay my financial professional? Fees? Commissions?
-  Do I want to take a longer-term, holistic approach to management of my investments or make it more transaction orientated?
-  How important is it that my financial professional have a fiduciary responsibility to put my interests first?



*60% of individuals surveyed said they are more comfortable receiving financial advice from someone who is paid a flat fee or percentage of assets versus 23% for a person who is paid on commission for products they sell.\**

\*Survey, "Most Would Turn to Independent Financial Advisors During this Difficult Time", conducted September 11 to 14, 2008 by Opinion Research Corporation.

For more information about Registered Investment Advisors visit: [www.sec.gov/divisions/investment/advoverview.htm](http://www.sec.gov/divisions/investment/advoverview.htm)

Fusion Capital Management is registered as an investment advisor with the SEC and only transacts business in states where it is properly registered, or is excluded or exempted from registration requirements. SEC registration does not constitute an endorsement of the firm by the Commission and does not imply that the advisor has achieved a particular level of skill or ability. All investments have the potential for profit or loss



## Contact us:

9111 Cypress Waters Blvd, Suite 140  
Dallas, TX 75019

P: 866.254.4235

F: 941.761.6230

E: [info@fusioncm.com](mailto:info@fusioncm.com)

[www.fusioncm.com](http://www.fusioncm.com)