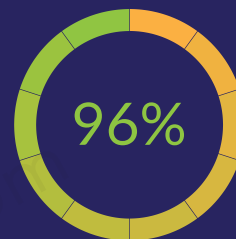


# NorthCoast Asset Management

TRUST SCORE



NorthCoast Asset Management, federally registered in 2000, is a Registered Investment Advisor (RIA) in 47 state(s) with a licensed staff of 13 advisors. NorthCoast Asset Management manages \$2 billion and provides investment advisory services for 3,579 clients (1:276 advisor/client ratio).

The management fee generally ranges from 0.70% to 1.65% of assets under management.

## BENEFITS

- Firm uses a transparent fee-only model
- Firm uses a trusted custodian
- Firm has \$1B or more in assets under management
- Firm has been federally registered for 18 years
- Firm services over 1,000 clients
- Firm does not have a disciplinary history
- Firm does not have any misdemeanor convictions
- Firm does not have any felony convictions
- Firm does not have an insurance agent conflict
- Firm does not have an attorney conflict
- Firm does not accept performance-based fees

## CONSIDERATIONS

- There is only one licensed advisor for every 276 clients (industry average 1:50)
- Communications sent to the firm's website are not secure and encrypted

## BENEFITS (cont.)

Firm does not perform side-by-side management

Firm does not privately manage or own the products they recommend

Firm does not offer proprietary products

Firm does not receive soft dollar benefits

## CONSIDERATIONS (cont.)