

A
Financial Situation
as Unique as Yours
Needs a Financial Advisor
as Unique as
Charles De Rose, Inc.

Welcome

During a radio broadcast several years ago, I told the story of a gentleman who tried to figure out how much longer he had to live. Thus, he subtracted his age from the actuarial assumed age of when males in reasonably good health could be expected to live. He then determined how many Saturdays those remaining years encompassed and went out and bought himself a large glass vase and filled the vase with a marble for every Saturday that he had left in life and on every Saturday, he threw away...one marble.

When finally he began to see how few marbles were left...his life began to change. He made it a point to spend as much time as possible with loved ones...and he finally began to really get his life and his financial affairs in order.

While having lunch with a client years later, I happened to repeat the “marble” story as a way of making a point, and the client said afterward...” That story should be repeated to anyone and everyone wise enough to listen”.

If this is the kind of advice and commitment you’re looking for in a financial advisor, then please... sit down with us and learn how our investment strategies are tailored to individual investment objectives, and why we say “There are no two financial situations alike”. Let us introduce you to our concept of tailoring an asset management program for you. One that is private and personalized.

It’s this approach that underlies the success we’ve enjoyed acting as stewards of our clients assets since our founding in 1987...and why we pride ourselves on advising clients as to how best to make every “last” marble count... for you and your loved ones.

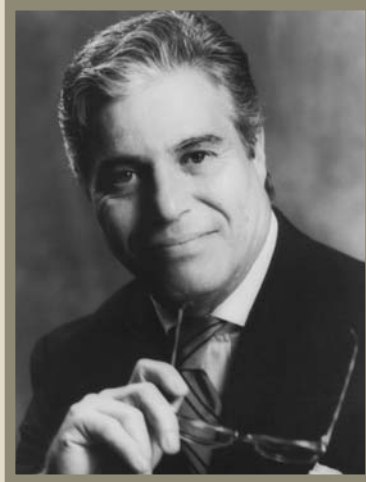
About Charles De Rose

Charles De Rose has enjoyed a distinguished career as a nationally recognized financial advisor for the past 38 years.

Charles began his career in 1968 when he joined the Wall Street financial planning firm of John A. Newman Associates, a division of The National Life Insurance Company of Vermont. Charles’

responsibilities while with this firm were to help develop and implement financial strategies designed to protect the estates of high net worth individuals.

In 1972, Charles was invited to join the San Francisco office of A.J. Groesbeck Financial Advisors. Their particular expertise included the syndication of commercial and residential real estate properties which were included in the investment portfolios of their high net worth clientele. In 1978, Charles was invited to return to Wall Street as a financial advisor for the investment banking firm, Bache & Co., in their Special Accounts Department. Charles also served as a financial advisor during this period with the investment banking firm of L.F.Rothschild, Unterberg, Tobin at their Wall Street headquarters office.



In the 1980’s, Charles joined the then 160 year old Wall Street investment banking firm of Laidlaw, Adams and Peck, rising to Senior Vice President & Director of Client Services. Charles was also associated during this period with investment bankers Morgan, Olmstead, Kennedy & Gardiner as a Senior Vice President and as a financial advisor with Weatherly Private Capital in New York City.

In 1987, Charles De Rose, Inc. was registered as an Investment Advisory firm with the Securities and Exchange Commission and continues in that form today.

Charles was profiled nationwide in leading newspaper and magazine publications for his not for profit work as financial advisor and founding Treasurer of the internationally acclaimed Dance Theatre of Harlem in New York City.

From 1990 to 2000 Charles hosted the “Financial Advisor Program” which was syndicated nationally by the Business News Network.

A handwritten signature in black ink that reads "Charles De Rose". The signature is written in a cursive, slightly stylized font.

Charles De Rose

No Two Financial Situations are Alike.

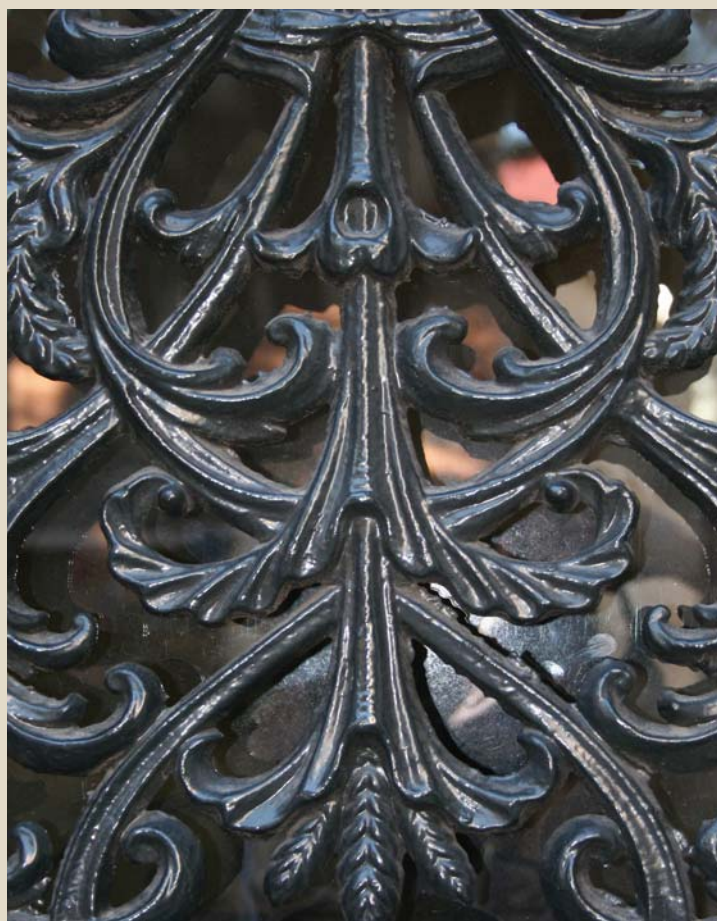
However, the techniques for successful money management are the same. And no one knows these techniques better than somebody who has spent over 38 years implementing them for people from all walks of life.

But what makes Charles De Rose unique is not his years of experience alone, nor the senior executive positions he has held with some of Wall Street's most respected investment banking firms. It is his concept of maximizing client asset potentials to help his clients achieve maximum financial security that sets him apart.

Because Charles is personally involved with each and every one of his clients, this service is available to only a limited number of individuals and families. Those who choose to work with Charles De Rose, Inc. are therefore assured of personalized service and attention

Our Philosophy

Simply stated, we believe that the client-advisor relationship should be based on an incentive to build wealth. Thus, because our compensation is singularly derived as a percentage of assets under management, it is to both the benefit of the client and the advisor for these assets to grow.



This simple dynamic allows us to focus on the management of our clients' financial affairs, rather than on the selling of investment products. As a result, we minimize rather than maximize investment transactions. And for those transactions deemed necessary, significant discounts are provided since we only do business with discount brokerage firms which do not employ commissioned stockbrokers. Thus, the potential for conflicts of interest are eliminated.

Our Investment Approach

From our beginning in 1987, Charles De Rose, Inc. has had a goal of providing customized portfolios and personalized service. We do so because we know that each client has a unique set of investment goals. . . . and it's our job to help clients achieve them.

De Rose, Inc. offers equity, fixed income, and balanced portfolio management, primarily for individuals and retirement plans. We have a simple investment philosophy. . . . which is to meet our clients' investment objectives while dealing with the volatility and cycles of the domestic and international markets. We measure our success not only by the net gain of client portfolios, but also by our clients' overall sense of security and complete satisfaction.

At De Rose, Inc. stocks are selected first for long term capital appreciation and second for income. Bonds are purchased to generate current income and to provide principal stability. We use a "laddered" bond approach, which simply means we buy bonds with different maturity dates. This results in a consistent investment approach during periods of rising or falling interest rates. Cash is managed for liquidity, stability and income. We participate in global markets generally by investing in domestic companies with large international operations or through foreign companies that have American Depositary Receipts listed on a U.S. Exchange.

Unless we're in the rare occasions when stock or bond values seem unduly excessive and vulnerable, we'll make asset allocations changes gradually. We're dedicated to long term capital preservation, strictly adhering to a philosophy of quality investments.



Account Administration and Fees

GETTING STARTED:

Getting started with Charles De Rose, Inc. is simple: it entails merely signing the enclosed management agreement. At that time De Rose, Inc. takes charge, establishing direct communication between himself, the client, and the brokerage firm or custodial bank.

BROKERAGE:

De Rose, Inc. never takes possession of assets in portfolios under our management. Assets are held by either a bank custodian or a recognized brokerage firm.

CLIENT COMMUNICATIONS:

Charles De Rose is personally involved with every aspect of client services. Thus clients can expect to receive telephone calls from Charles personally, so that he can monitor a client's changing financial condition.

Clients receive confirmations and monthly statements from their banks or brokers. De Rose, Inc. reconciles all confirmations and statements. De Rose, Inc. provides reports quarterly, that thoroughly describe portfolio holdings, and all related transactions during that period.

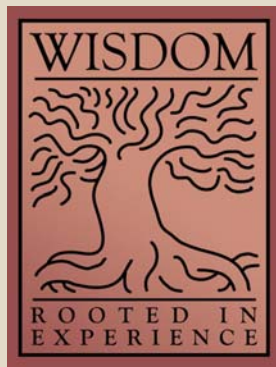
FEES:

The annual management fee for equity and balanced accounts is 1.25% on the first \$1 million of assets in a portfolio, and 1% per year on portfolio assets above this amount. Fees on fixed-income accounts are generally lower. All fees are subject to negotiation based on the size and complexity of the overall account. Clients are billed quarterly in advance. Fees are billed directly to the account.

MINIMUM ACCOUNT SIZE:

Since Charles De Rose is personally involved with each client portfolio, this limits the number of clients that we can handle and forces us to set minimum size requirements on those portfolios under management. As a result, we generally require clients to maintain a minimum of \$500,000 in their portfolios. However, this requirement may be waived on a case by case basis.





Charles De Rose, Inc.
Financial Advisor
Registered Investment Advisor