

PROSPECT PORTFOLIO ANALYTICS



TURN OUTPUT INTO INSIGHT

- Many firms offer quantitative tools and output on portfolios
- Our value add is interpreting this portfolio data to gain valuable insights



WITH THE TOOLS YOU NEED

- Resources separate you from the competition
- Bring in a third party investment expert to provide independent and unbiased advice to your prospective clients



TO GROW YOUR PRACTICE

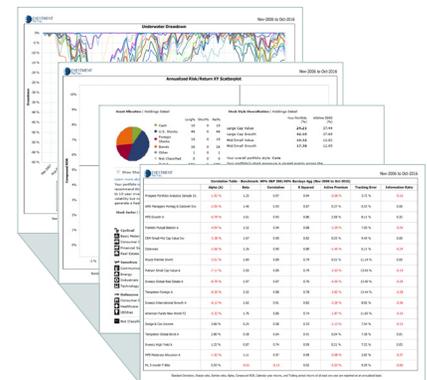
- Spend less time analyzing prospective client portfolios
- Focus on what matters: adding client relationships and increasing firm value

THE ALPHA CAPITAL ADVANTAGE

- 37+ Years of Investment Experience
- Experience at the Duke and Emory Endowments and Mercer Consulting
- Both principals are CFA[®] Charterholders

PACKAGE INCLUDES

- Practical action items to build a better portfolio
- Key drivers identified; we explain their impact on the prospect and why they should make a change
- Personal review with Alpha Capital principals and advisor; if desired, we can join a prospect meeting



Contact us today to learn more:
adunn@alphacapitalmgmt.com

Visit us on the web at:
www.alphacapitalmgmt.com

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OUR TEAM



Brad Alford, CFA, Chief
Investment Officer

***“Our decades of
experience have
taught us to see
through the numbers
to the bottom line.”***



Anna Dunn, CFA, CAIA,
Principal

Bradley H. Alford, CFA Chief Investment Officer

Brad founded Alpha Capital Management in July 2006 and serves as the Chief Investment Officer. He has over twenty-seven years of investment management experience, and he oversees the entire client portfolio management process, including traditional asset class manager due diligence and selection as well as portfolio construction and review.

Prior to founding Alpha Capital in July 2006, he was a Managing Director at Atlantic Trust from 2002 to 2006, where he worked directly with some of the firm's largest clients. From 2000 to 2002, Brad served as the Director of Investment Advisory Services at MyCFO, a firm focused on managing assets for ultra-high-net-worth clients. From 1995 to 2000, Brad was the Managing Director of the investment division for the \$2 billion Duke Endowment. At Duke, he expanded the alternative asset portfolio from \$100 million to more than \$1 billion. From 1989 to 1995, Brad was the Director of Endowment Investments for the Emory University Endowment with assets in excess of \$4 billion.

Brad also founded and built an internet company, IPO Lockup.com. IPO Lockup.com was the first website to track and analyze the effects of lockup expirations on initial public offerings (IPOs). The website's information was featured each Sunday in the New York Times, and CNBC named IPO Lockup.com one of the "Cool Websites" for 1999. Brad sold the company in 2000.

He was selected by Institutional Investor magazine as a "Rising Star of Mutual Funds" in 2012. He has been quoted extensively in the financial press, including the Wall Street Journal, Barron's, Fortune, and the New York Times. He has also made multiple appearances on CNBC, Bloomberg TV, and Fox Business Network. Brad also serves as the Portfolio Manager of the Value Line Defensive Strategies mutual fund.

He holds a BS in Corporate Finance and an MBA from the University of Alabama. In addition, he also completed the intensive Senior Investment Manager Program at Princeton University and holds the Chartered Financial Analyst (CFA) designation.

Anna P. Dunn, CFA, CAIA Principal

Anna joined Alpha Capital Management in 2012 as the Director of Research. She has nearly ten years of investment experience. She is responsible for sourcing investment ideas and conducting quantitative and qualitative due diligence on new investment opportunities as well as maintaining research coverage on current investments. She also assists with portfolio construction and review.

Prior to joining Alpha Capital Management, Anna was an associate with Mercer Investments from 2010 to 2012 where she partnered with senior consultants to provide a full range of investment consulting services to institutional clients and advised over \$9 billion in assets. She developed intellectual capital on investment opportunities in addition to portfolio structuring, asset allocation modeling, and investment manager analysis for client portfolios. Anna began her career as an investment consultant at Rogerscasey, where she worked from 2007 to 2010 and focused on corporate, not-for-profit, and endowment clients.

Anna holds a BA in Economics from Princeton University. She is a CFA charterholder and is a member of the CFA Institute and the Atlanta Society of Finance and Investment Professionals. She is also a CAIA (Chartered Alternative Investment Analyst) charterholder and a member of the CAIA Association as well as a founding Chapter Executive for the CAIA Atlanta Chapter.

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