Investment Philosophy

Conservative, time-proven financial principles provide the foundation of our investment philosophy. We advise clients to use asset allocation techniques to set a strategy that is right for their personal situation, and we identify and offer the products and services necessary to implement the best plan. In helping clients pursue their financial goals, we develop our recommendations with balance, diversification and risk control as key components.

Account Strength

Securities in your account maintained with National Financial Services, LLC are protected by Securities Investor Protection Corporation (SIPC) in an amount up to $500,000 (cash claims limited to $100,000) and unlimited excess [or additional] account protection or [coverage].

Our Credentials

- Over 30 years of solid financial strength and experience
- Products and services to meet broad investment needs
- Professional and knowledgeable staff
- Capacity to handle all types of client accounts – individual, business or institutional
- Registered to do business in all 50 states and Washington DC
- Solid balance sheet
- Company has always internally financed its growth
- Dedicated to the best interest of each investor

LASALLE ST.

LASALLE ST. INVESTMENT ADVISORS, L.L.C.

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Member FINRA, SIPC

LAMP
LaSalle
Asset
Management
Program

09/05

Program Background

LaSalle Asset Management Program (LAMP) is offered by LaSalle St. Investment Advisors, LLC in which the client agrees to pay a monthly asset-based fee plus a per trade transaction charge. Certain restrictions apply. Please read carefully the Customer Account Service Agreement for details.

LAMP is a program driven by your investment success. Unlike a traditional brokerage account in which you pay a commission on every trade, in a LAMP account you pay a monthly percentage fee based on the value of the assets in your account plus a low transaction charge on each trade.

With LAMP, your financial advisor is paid based on the value of the assets in your account - therefore giving your advisor a more direct stake in your ongoing investment success. When you place your assets into a LAMP account, you and your financial advisor will work together as a team, but you remain the captain, with full control over all investment decisions.

Available Products

You will have access to a wide array of investment products, including:

- Exchange listed stocks
- NASDAQ/OTC and bulletin board stocks
- Closed-end mutual funds
- No load mutual funds
- Mutual funds "A" shares at net asset value
- Options
- US Government bonds
- Corporate bonds
- Municipal bonds
- Money market funds and certificates of deposit
- Publicly traded real estate investment trusts
- And More!

Of course, your financial advisor can provide you with independent research from some of the industry's leading investment firms.*

Advantages

A LAMP account offers you many advantages compared to a traditional brokerage account.

- Financial Advisor has a more direct stake in your ongoing investment success, thus better aligning your goals with the advisor's.
- Because your goals and your advisor's goals are better aligned, you can more easily work as a team, while you remain in control.
- Purchase in your account a wide variety of securities to best fit your investment needs.
- Monthly asset-based fee makes your ongoing costs more predictable.
- Subject to certain IRS guidelines and restrictions, asset-based fees may be deductible as an investment expense.**

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* We believe that access to quality research can help you with your investment decisions; the benefit of such research is not guaranteed.

** LaSalle does not provide accounting or legal advice. Please consult your personal accountant or attorney.