THE PACIFIC FINANCIAL GROUP

EVERY LIFE JOURNEY IS UNIQUE.

The journey to financial success should be too.

CORPORATE OVERVIEW

OVER
35
YEARS
IN BUSINESS

2.8
BILLION
ASSETS UNDER MANAGEMENT
As of 08/01/2020

20k
ACCOUNTS

Megan Meade
Co Chief Executive Officer

Nick Scalzo
Co Chief Executive Officer

“History is a great teacher, but to continue to be successful we must challenge ourselves every day to look at the world with a fresh set of eyes to see new opportunities that weren’t visible previously.”

“Technology’s impact continues to change the landscape of financial services and now gives the opportunity to do what investors need to be successful - communicate risk in terms clients can understand.”

WHO WE ARE

The Pacific Financial Group, Inc. (TPFG) was founded in 1984 on the single premise that everyone, regardless of their account size, should have access to quality, independent investments and advice. From this core concept, the firm has developed a legacy of creating innovative, value-added solutions. Today, we are a dynamic, WealthTech firm that brings over three decades of traditional asset management experience together with our proprietary technology, RiskPro®, to provide products and services that empower independent financial advisors and their clients.

OUR COMMITMENT

From the very beginning, TPFG has been committed to improving investor outcomes with the core belief that everyone should have access to quality independent investment advice on all their accounts. While the financial services industry focuses solely on rollovers and income distribution products, we know the journey to financial independence starts years in advance. It is with this vision that we dedicate our resources towards building turnkey Wealth Development Solutions as well as state-of-the-art Wealth Management Programs. These innovative platforms help advisors and their clients create healthy habits and a disciplined approach to financial independence.

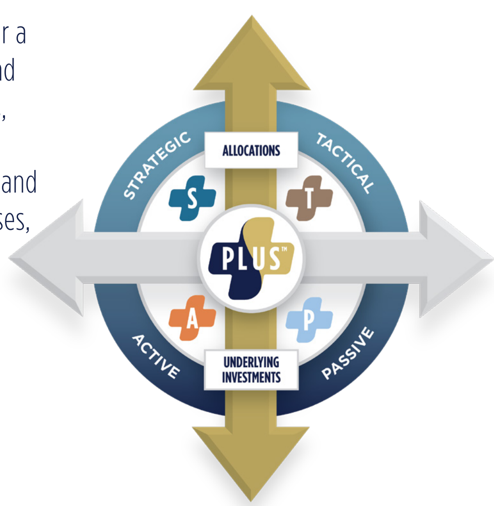
MONEY MANAGEMENT APPROACH

Combining Experience & Technology to Enhance Investor Outcomes

For over 35 years, TPFG has invested assets using a proprietary investment research and portfolio construction process called Rational Analysis™. TPFG's time-tested process, including their RiskPro® risk management tool, allows them to collaborate with best-in-class managers to build the most robust model portfolios available in the pre-retirement market. Strategic and Tactical management mandates are carefully allocated for the extensive Strategy PLUS™ suite. Active and Passive styles in underlying funds and ETFs are used by PFG to build model portfolios suiting any Personal Risk Budget™ and investment style.

Our Strategy PLUS investment platform offers elevated traditional target date investing, concentrated models, robust models with significant diversification, and passive indexing with a boost of active allocation.

Our strategies offer a mix of strategic and tactical allocations, active and passive investments, long and shorter-term focuses, and scheduled rebalancing and ongoing re-allocations.



WHERE WEALTHTECH AND REGTECH CONVERGE

RiskPro® is a state-of-the-art profiling and portfolio construction software that evaluates and clearly communicates risks for investors, advisors, and compliance officers.

- FinTech Plug & Play Deliverables - Portfolio Compliance - Platform Surveillance
- RegTech enterprise solution ensures RegBi and Form CRS compliance.
- RiskPro® provides financial institutions a cost-effective technology that meets the highest fiduciary standard.

Perpetual Suitability

With Perpetual Suitability at its core, RiskPro is built to reverse the cycle of emotions and restore confidence and accountability in the investment decision making process. RiskPro:

- Shifts from traditional, ambiguous risk profiles to clearly defined maximum tolerance levels.
- Delivers a complete documented process that clearly defines investment risk in terms every client can understand – maximum annual gain or loss potential in dollars.
- Makes it simple for advisors to recommend suitable investments with over a 98% statistical probability that maximum tolerance levels will not be exceeded over any 12-month period.
- Surveillance technology allows advisors and compliance to monitor all client portfolios daily.

SOLUTIONS & SERVICES

The Pacific Financial Group, Inc. provides financial advisors and investors with a complete suite of programs dedicated to building, managing and preserving wealth for every individual.

WEALTH DEVELOPMENT SOLUTIONS

Solutions designed specifically to help investors restore the confidence needed to retire on-time and with enough money to live comfortably through retirement.

401k PRE-RETIREMENT SOLUTIONS

Designed for advisors to work with plan participants seeking help with what is often their largest financial asset in planning for retirement.

$0 Minimum

STRATEGY PLUS™

An investment management platform that includes a suite of strategies for group retirement plan participants, featuring an elite group of asset managers.

$0 Minimum

CORE RETIREMENT OPTIMIZATION

A program created to add active and dynamic management to specific non-ERISA 403(b) and 457 Accounts.

$0 Minimum

WEALTH MANAGEMENT SERVICES

Comprehensive and complete wealth management programs formatted to give advisor robust, yet flexible, structures to build custom investment solutions for clients seeking the highest standard of care.

EPIC ENHANCED PORTFOLIO INVESTMENT CENTRE

A state of the art risk profiling and portfolio construction Unified Managed Account (UMA) system that features industry leading investment strategists.

$50,000 Minimum

SEPARATELY MANAGED ACCOUNTS

Exclusively managed by TPFG, our SMAs are designed for sophisticated investors seeking custom and often tax sensitive investment solutions..

$100,000 Minimum

VARIABLE ANNUITY OPTIMIZATION

A program designed to optimize investment opportunities sub-accounts in VAs using rich insight, information and strategies.

$50,000 Minimum

CID.TPFG.1118

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TPFG.com | RiskProAdvisor.com

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RISKPRO®