SLAM



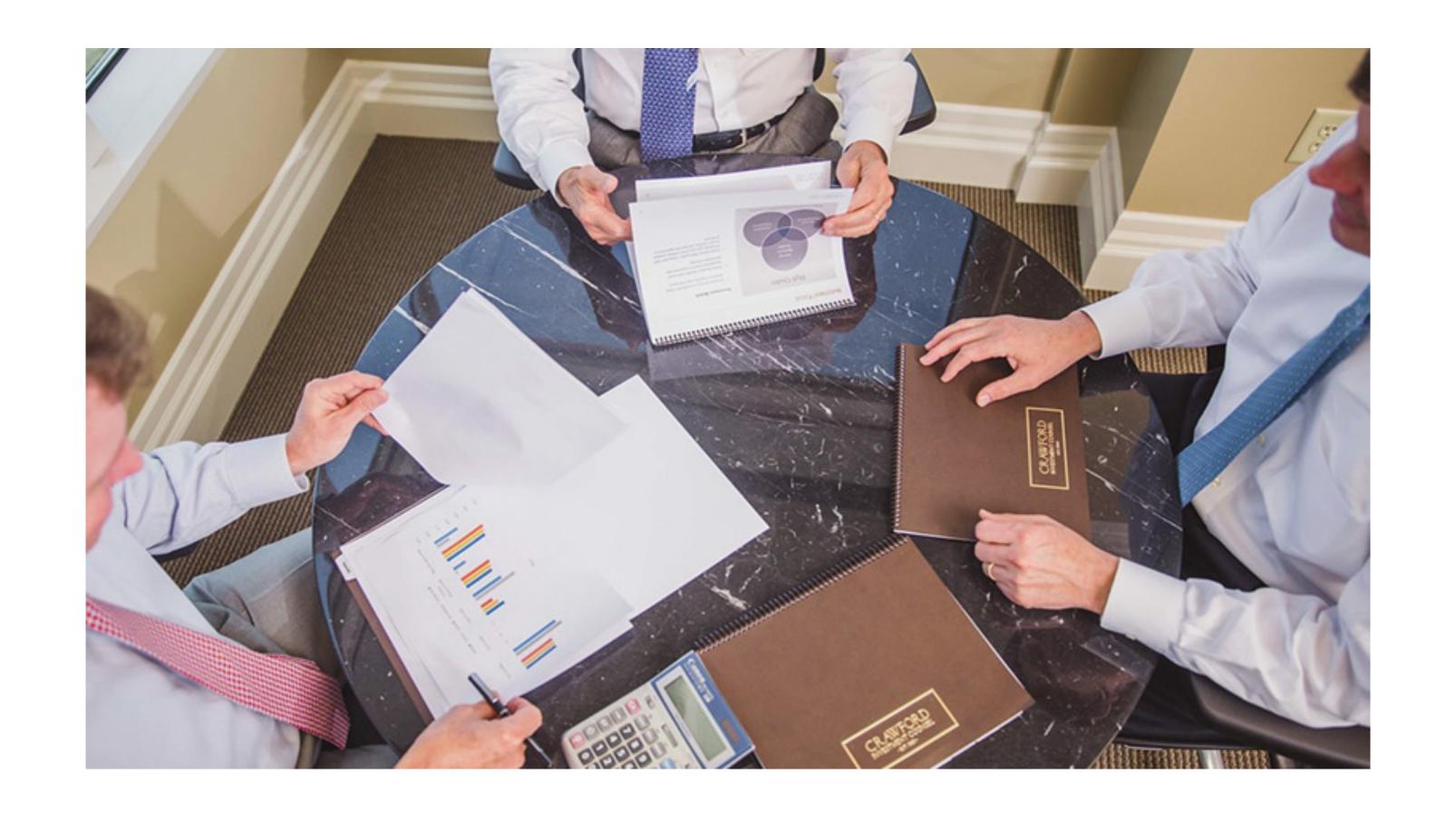
Team Crawford

Lauren Buie, Ava Glassen, Marisa Gu, Shahla Le, & Deborah Yoon

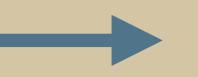
What is your ultimate goal in life



CRAWFORD 40 YEARS OF SERVICE INVESTMENT COUNSEL

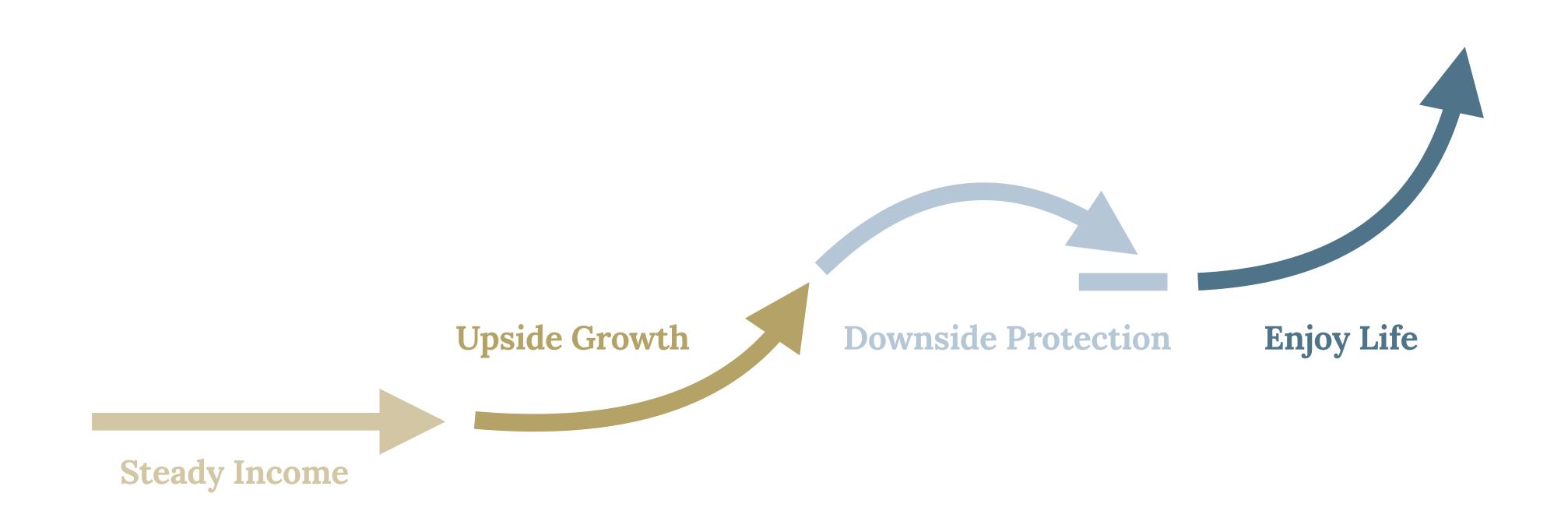


High quality investments



Steady income & upside growth

Perpetual AccumulationTM



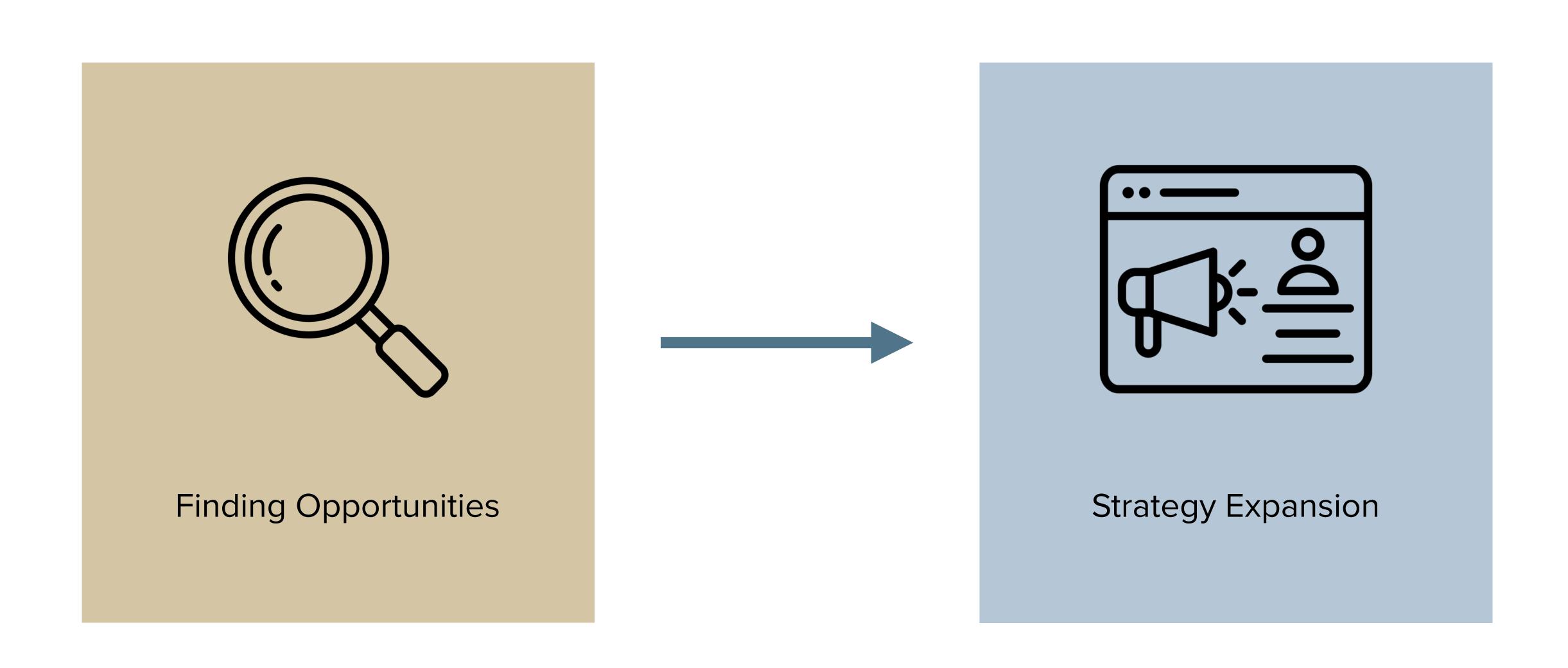


Exceptional strategies,

Bespoke service



Capstone Partnership







Data Analysis



Marketing Strategy



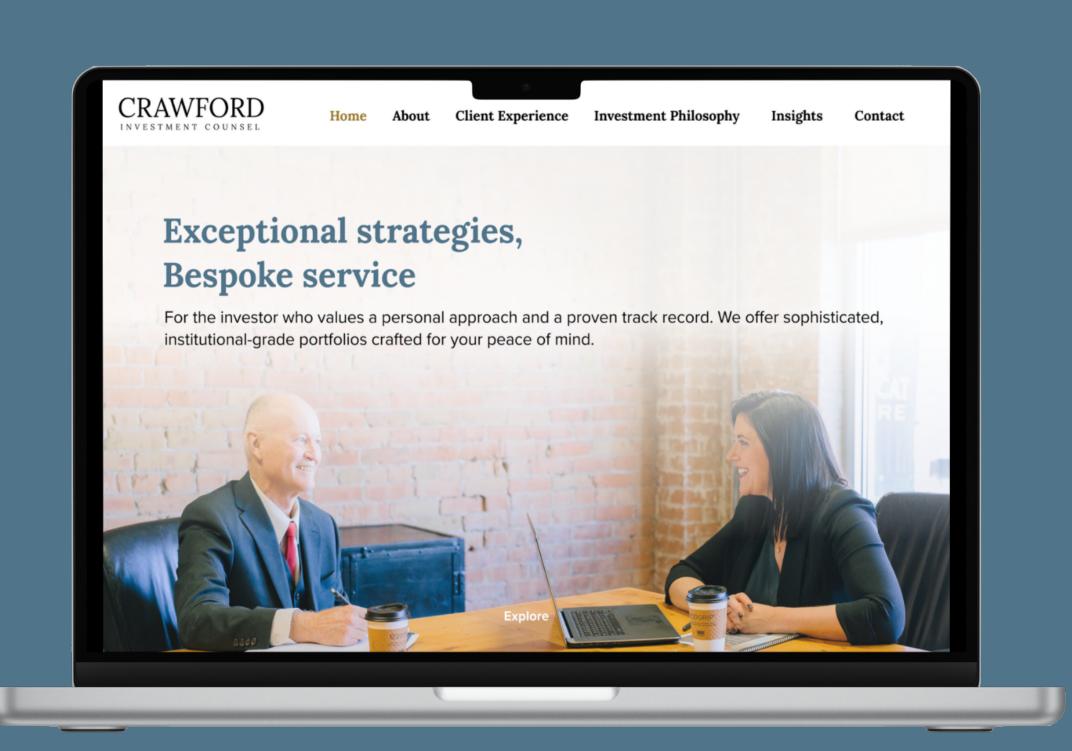






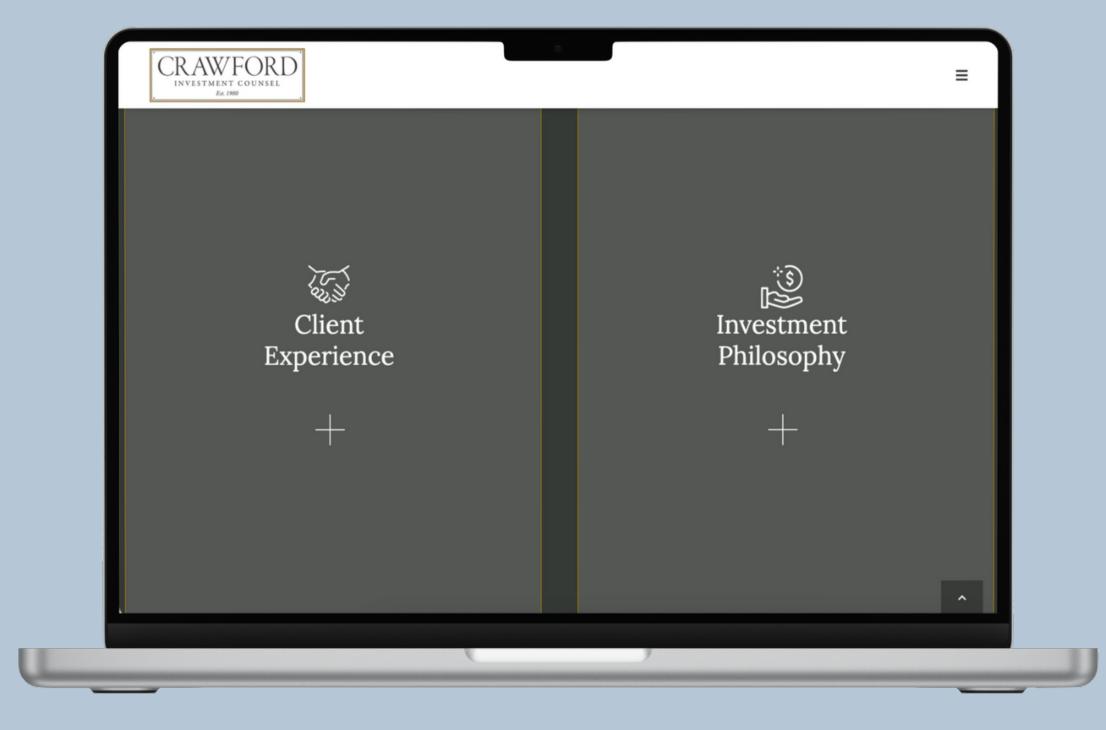


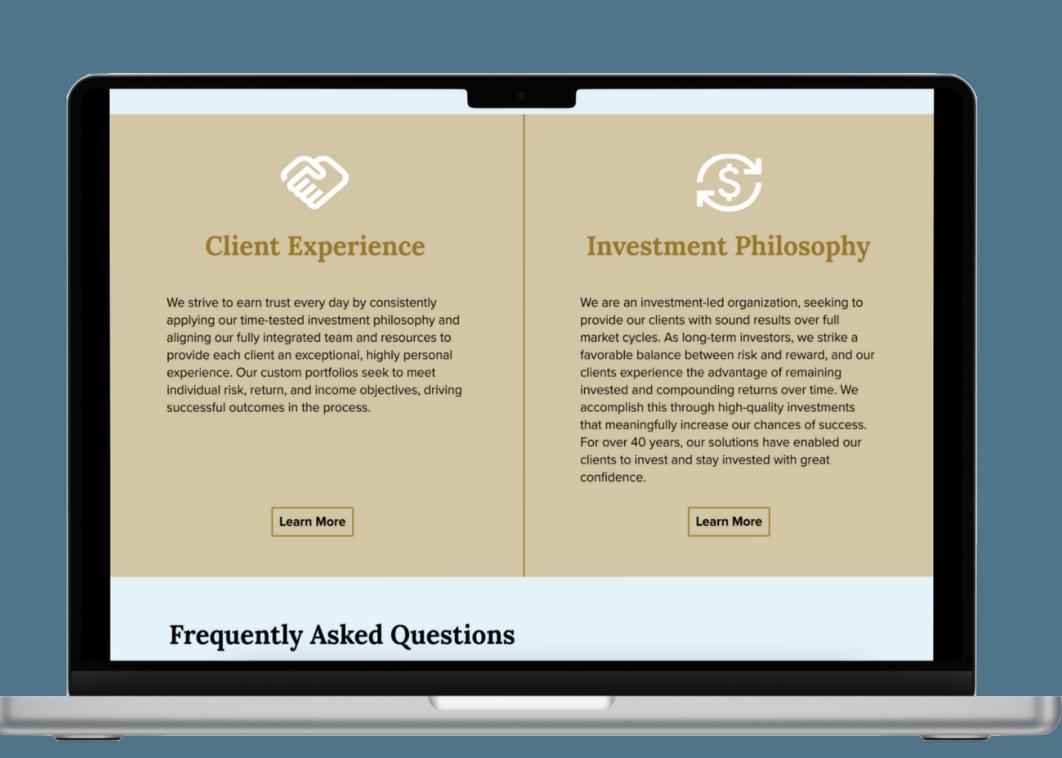






Asset Management Crawford has a unique investment strategy, based on proprietary in-house research, that focuses on high-quality investments that provide steady income and upside growth. This trademarked Perpetual Accumulation" strategy protects Crawford clients from downturns in the market while allowing them to still make money on the upsides. Crawford investments have a proven track record of producing competitive results over time instead of solely focusing on high returns. Crawford guides their clients through the economic market by creating personalized investing strategies to gain a greater return on their portfolios. Clients are guaranteed confidence in the quality and approach of Crawford's investment management. Extraordinary Care Crawford has built long-lasting relationships with their clients for the past 40 years. Through their personal approach, Crawford portfolio managers offer trust and a commitment to perfection for their clients. Portfolio managers also value integrity, making decisions for every client to the best of their abilities. With Crawford, clients can invest with confidence.



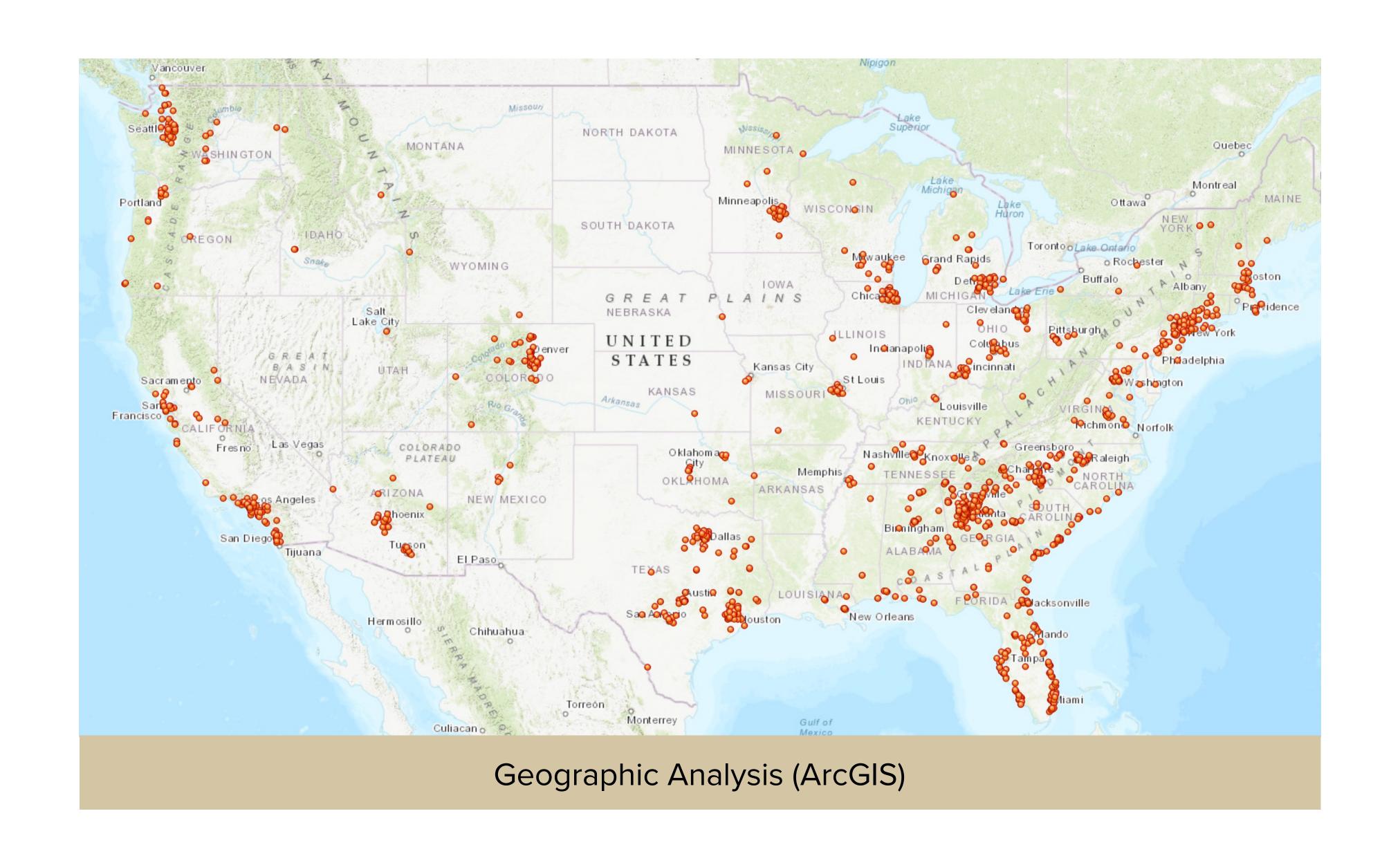


User Testing

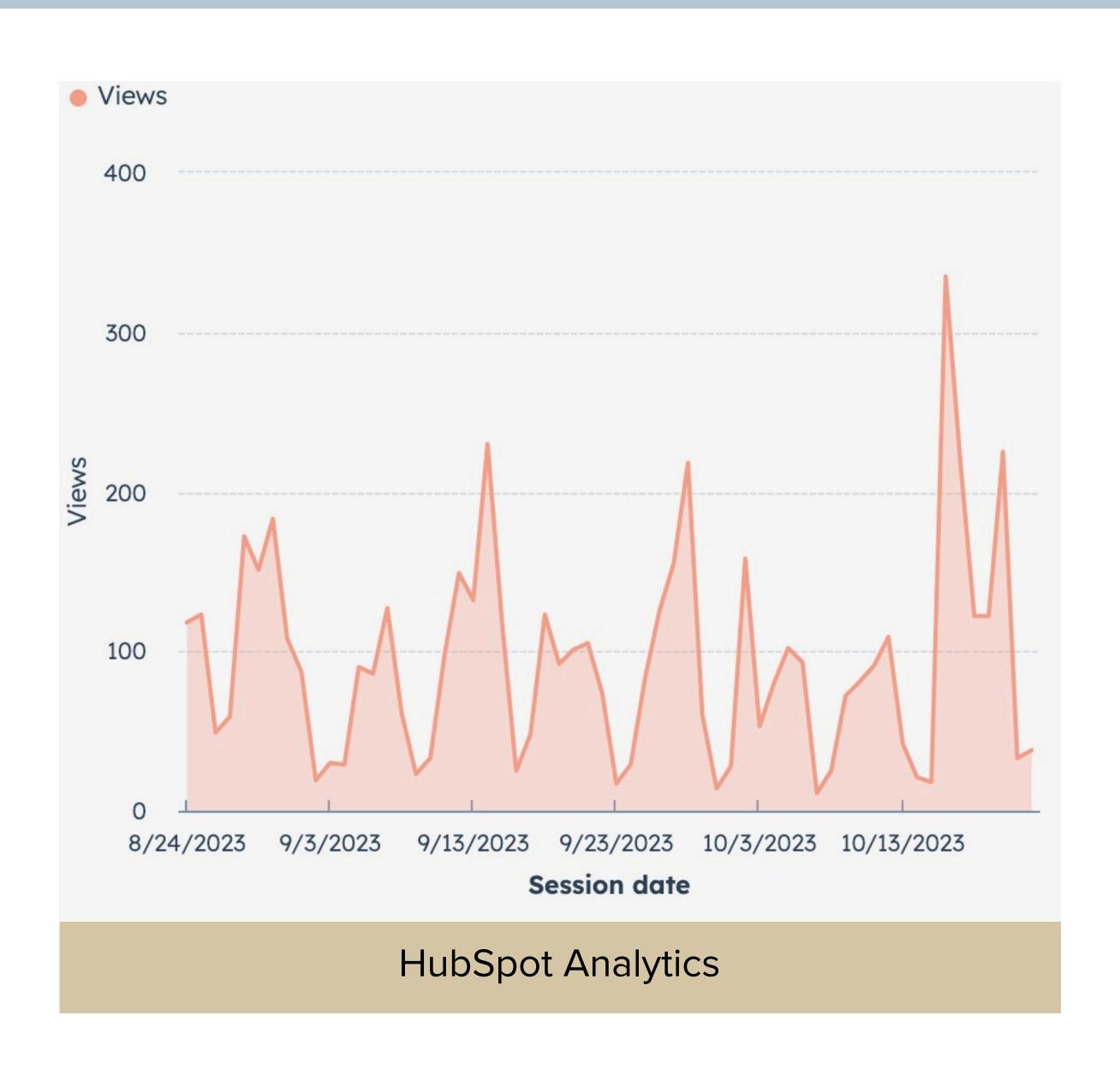


Data Analysis

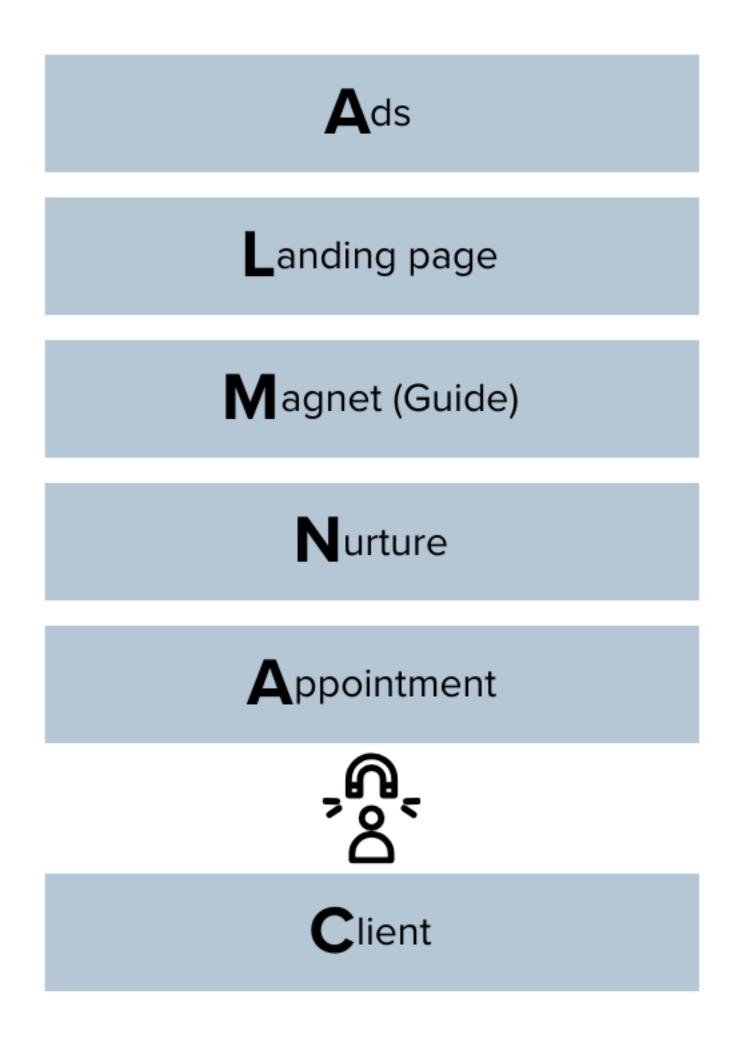
Data Analysis



Data Analysis







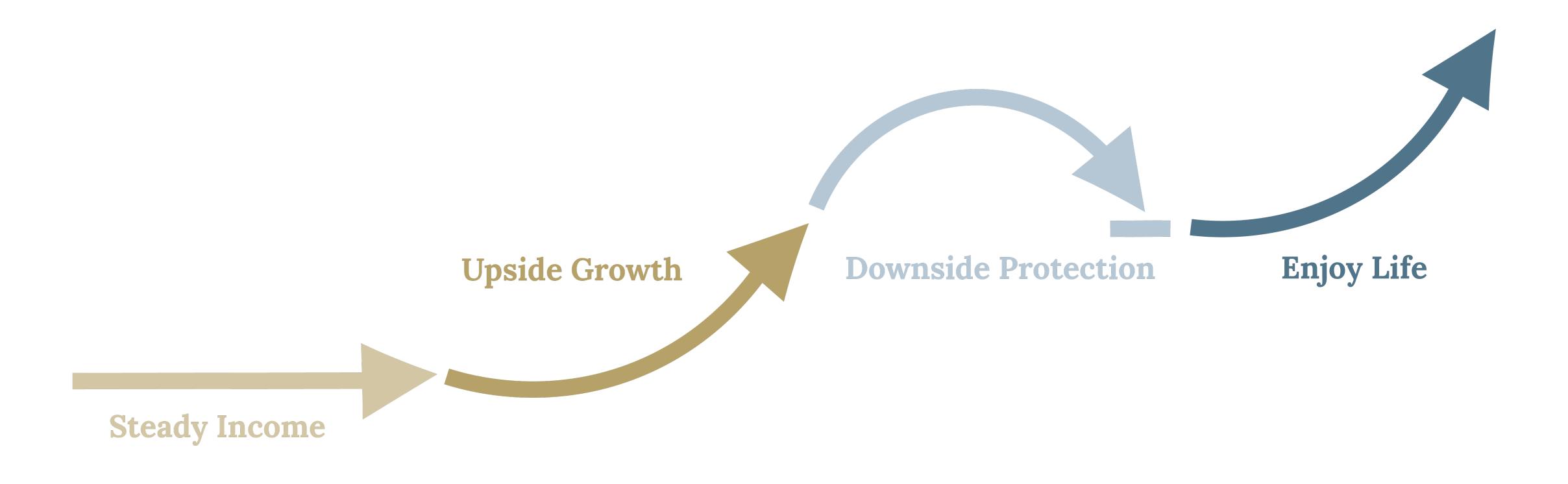
Best Practices List

ALMNAC Framework

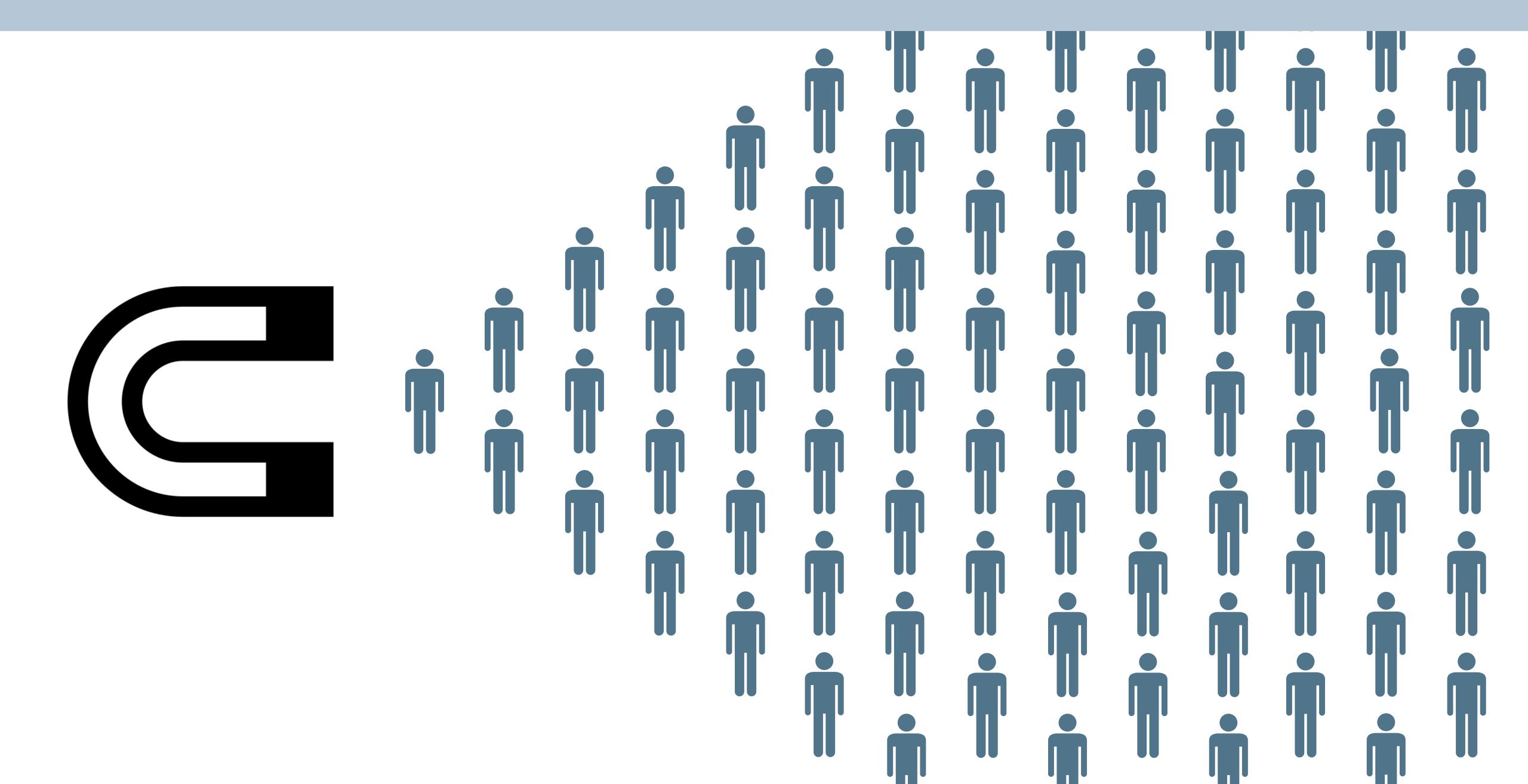
Original Perpetual Accumulation™ Graphic



Redesigned Perpetual Accumulation Graphic



Moving Forward



Moving Forward



Thanks!

