

AssetBuilder Fact Sheet 2010



AssetBuilder is a Registered Investment Advisor (RIA) that combines low-cost index funds, risk-reducing diversification strategies and Web-based service delivery to remove cost and complexity from the investment process. Investors select from a menu of pre-constructed portfolios grounded in award-winning financial science.

Our Investment Vehicles:

AssetBuilder portfolios feature smart index funds from Dimensional Fund Advisors (DFA), the leader in applying Modern Portfolio Theory to design efficient mutual funds and limit trading costs.

AssetBuilder Fees:

AssetBuilder's fees are among the lowest in the financial services industry. The company charges clients between 0.20 and 0.45 of one percent of assets under management annually. This compares to an average fee of about one percent among RIAs, and the much higher fees and commissions charged by traditional brokers.

Our Clients:

AssetBuilder's clients are individual investors, large and small, seeking an alternative to Wall Street's overpriced stock pickers and fund managers. They aren't looking to "beat the market," but rather to capitalize on the market's long-term growth. While many AssetBuilder clients are Baby Boomers with significant nest eggs, the firm also caters to smaller investors wary of squandering their modest resources on brokerage fees and commissions.

Client Assets:

\$312 million.

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Our Management Team:

[Kennon S. Grose](#), President and CEO

[Scott Burns](#), Chief Investment Strategist

[Bruce Griffith](#), Executive Vice President

[Tony Scott](#), Executive Vice President – Technical Services

Headquarters:

1255 W. 15th Street

Suite 240

Plano, TX 75075

Our History:

AssetBuilder was founded in 2006 by veteran technology executive Kennon S. Grose and popular personal finance writer Scott Burns to bring common-sense investing to the public through a low-cost, Web-based platform. Through AssetBuilder, Burns offers an advanced extension of his “Couch Potato Portfolio” to millions of long-term investors.

Ownership:

AssetBuilder is privately held with majority ownership by the company’s founders.

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