

POINTE
CAPITAL



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Performance Is Our Pointe.

Expect more.



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You've worked hard for your money. Now it's time to protect it, manage it, and grow it. We believe that entrusting your money, your life savings and the financial future of your family to our firm, entitles you to the very best advice possible. Our success is measured by the success of our clients.

Pointe Capital is an organization built on the expertise of Wall Street industry veterans. Seasoned *institutional* and *retail* professionals, from coast to coast, are committed to providing clients with expert financial advice and unbiased recommendations. Our goals are clear and focused – providing you with peace of mind, the security of your assets, and ensuring a sound financial future for you and your family.

Obtaining the best financial advice can be challenging in the complicated and confusing world of financial services, especially where *conflicts of interest* seem to be the norm. We believe you should expect more from your advisor and that is why we do not offer any proprietary products. Our investment professionals can help design a portfolio for you using the total universe of investment products that genuinely serve your best interests. Traits such as honesty, integrity and good character are the hallmarks of our investment professionals.

At Pointe Capital you can expect more because you get more.

Your best interest is our only interest

Pointe Capital advisors ask questions. Before creating a customized portfolio for you we develop a total personality and financial profile. We develop a clear understanding of where you are today financially and where you would like to be in 5, 10, 15, even 20 years. We utilize a clear and concrete approach to helping you achieve your goals, no matter what your timeframe.

Regardless of net worth, people often have the same goals – to protect what they've earned and grow their nest egg. Individual circumstances vary of course, as does each individual's tolerance for risk and the timeline desired to achieve their goals. From consulting on the best ways to pay for a child's college tuition to buying that dreamboat, dream house or RV to travel the country in retirement, we provide investment strategies geared toward making those dreams a reality.



The Power of Pointe Capital

Our strength is in the delivery of expert, unbiased recommendations. Combine this with our ability to execute your investment strategies using our leading edge technology platforms and you've got the power of Pointe Capital in your corner. Our two clearing partners enable us to provide you with the finest back office and administrative support available. To execute all of your transactions, from a single stock trade to a large block trade, Pointe Capital takes pride in the power of our execution with meticulous attention to detail and follow through.

Further, Pointe Capital does not sell research or offer proprietary products so you can be certain that our investment recommendations are based one hundred percent on achieving your goals. From research to trading, whether you are an individual or institution, you cannot only expect more from your Capital Pointe investment advisor, but you'll get more too. You'll receive investment advice based upon honesty, integrity and a total commitment to helping you achieve financial success.

Institutional Equity Services

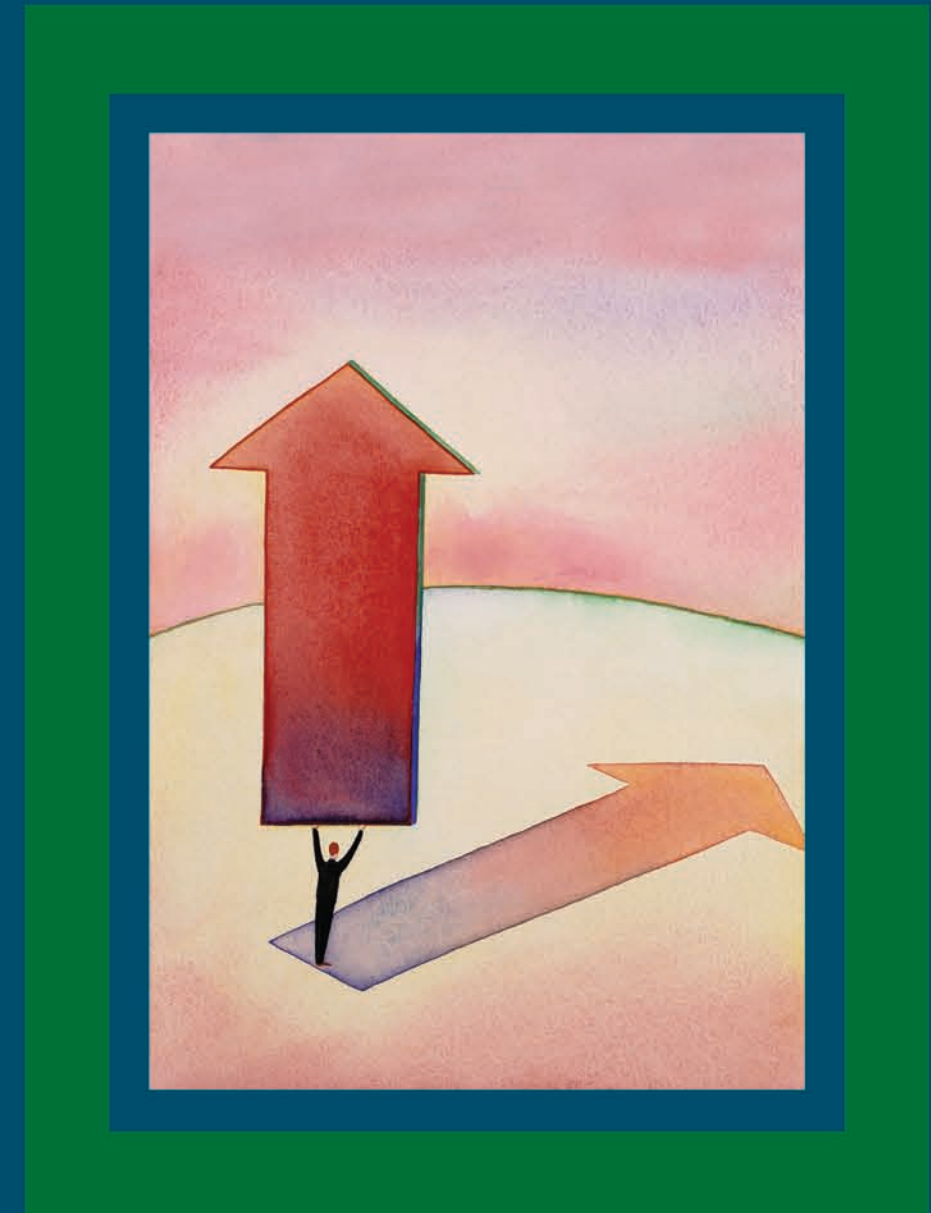
Through our highly experienced trading desk, Pointe Capital's institutional clients have access to a wide range of global equities with the assurance of timely, competitive and seamless execution of all trades. We are active in all domestic and foreign exchange listed and over-the-counter securities as well as both public and private offerings.

Our institutional equity sales and trading group provides our financial advisors and professional money managers – including leading U.S. mutual and hedge funds – with quality trade execution, allowing clients access to a wide range of global equities.

Your Edge, Our Technology Advantage

State-of-the-art technology is essential in order to compete effectively in an industry that requires second-to-second performance. The ability to receive orders, execute trades and communicate with trading desks, exchanges and offices around the world is critical.

Pointe Capital has the technology platform and administrative infrastructure clients need to ensure that trades are executed quickly and efficiently.



Services and Products We Offer

- Fixed Income
- Managed Money
- Mutual Funds
- Fee-Based Accounts
- Online Access
- Check Writing

The Pointe Capital Performance Chart

*Our proprietary character model
geared for your success*

Our approach, and the success that we are driven to achieve for our clients, is based upon a unique matrix that crystallizes our world view with your clear interests in mind.

Honesty – The underpinning of our relationship with our clients.

Integrity – A core character trait in every Pointe Capital Advisor.

Loyalty – A long term commitment to see you achieve your personal and financial goals.

Commitment – Your Pointe Capital advisor is committed to doing the best job possible

Dedication – We will always do what it takes to get the job done and get it done right.

Honor – We honor the relationship we have with you. Without you we are nothing.

Morals – The personal gyroscope at the heart of every Pointe Capital advisor.

Ethics – A key principal we abide by ensuring your interests come first.

Your best interest is our only interest

