

Tax-Wise Investing Strategy

An investments solution to help you keep more of what you have earned



Growing & Keeping More

With your non-qualified investment portfolios, you may end up paying more than what you think is your fair tax share every year. We want to help you decrease your tax liability and that is why we offer the Tax-Wise Investment Strategy for your non-qualified investment portfolios. We use investments that historically limit the taxable interest, dividends, and capital gains your account pays annually and thus creates a more tax-efficient approach to your investments. We believe tax consideration should not be the end-all for investing; however, it may be important depending on your specific situation. When it is, we are here to provide your investment portfolio the professional investment management services it needs.



What Do You Pay?

Don't be fooled at tax time with a large tax liability from your liquid investment accounts. Moving these liquid investment accounts to a more non-liquid investment may not be advantageous for your long-term strategy or current financial needs. However, just because you have the asset liquid, you would still like an opportunity to grow your assets. But what do you pay for that liquidity option? The taxable equivalent yield formula below helps you ballpark your tax liability and more importantly the taxable equivalent yield.

Tax-exempt yield

— 100

your tax rate

Equivalent taxable yield

For example: If you're in the 35% tax rate and a tax-exempt yield is paying 5%. Your taxable equivalent yield would be 7.7%.

What's our Goal for You?

Our goal with the Tax-Wise Investment Strategy is to reduce the amount of taxable income, dividends, and capital gains you pay annually. We use investments that historically allow you to keep more and reduce the amount of taxes you pay. If you would like to keep more, we might have a solution for you. Keep reading and let your adviser know any of your questions.

Who is Right for This Option?

Each investor has to determine what they believe is right for their situation. We believe investors that could benefit from our Tax-Wise strategy are investors that:

- Persons or families in the upper tax brackets
- Investors with non-qualified investment brokerage account(s)
- Persons or families that believe they are paying too much in investment related taxes
- Those looking to reduce their overall tax obligations from pass through interest, dividends, and capital gains.

Isn't it time that your investments worked smarter for you?



How Do We Do It?

Tax Efficient Investments

Our investment management team uses a portfolio of Exchange Traded Funds, commonly referred to as ETFs, based on your investment objective to maximize portfolio diversification and reduce tax liabilities that many other investments create. We look to reduce the potential taxable income, dividends, and pass through capital gains in our ETF portfolios that mutual funds can create.

What's more frustrating than paying capital gains taxes on investments you still own and that may actually be worth less than what you invested?

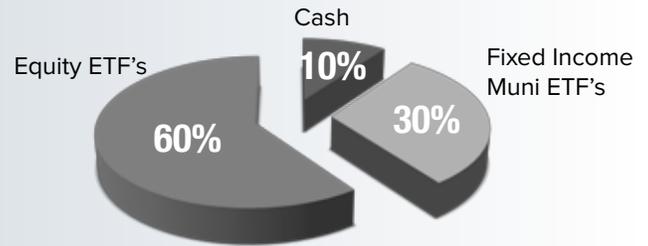
Fixed Income & Efficiency

Within your fixed income portion of your portfolio we fill the respective investment categories with tax-exempt municipal investments. Tax-exempt municipal bonds normally yield a lower return than taxable investments; however, depending on the respective municipal bond, it can limit and may altogether avoid income tax reporting. Matching gains and losses throughout the year is also a focus for your portfolio, all this to create a more tax-efficient portfolio for you so you have more to keep in the end.

Our Asset Allocation Models

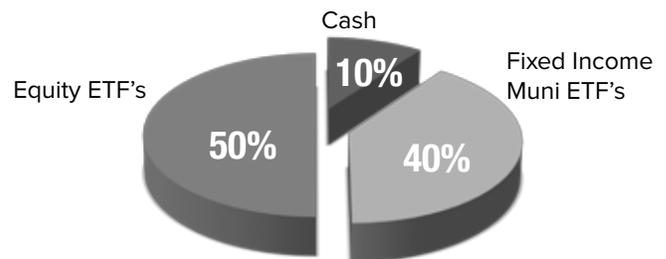
Conservative

Designed for the investor seeking to better protect their investments and to earn above inflationary returns.



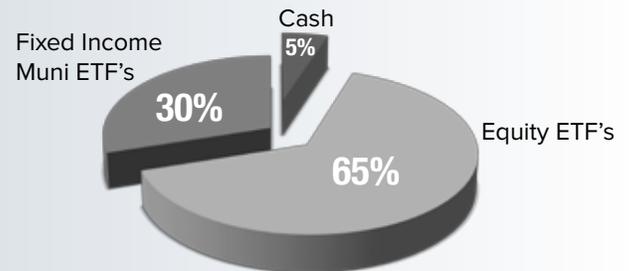
Moderately Conservative

Designed for the investor that is still concerned about potential substantial losses, but willing to take a larger equity investment to earn better than inflationary returns.



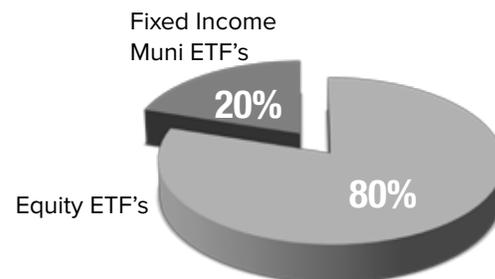
Moderate

Designed for the investor that is willing to take a larger equity position versus fixed income to increase their chances for solid long-term returns while still possibly minimizing the risk of significant losses.



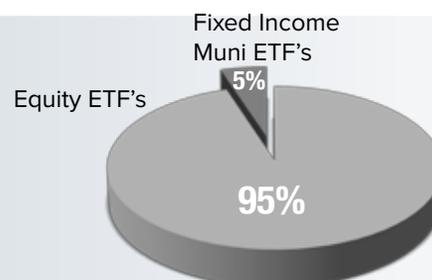
Moderately Aggressive

Designed for the investor that is willing to accept the larger equity position versus a relatively small fixed income to increase their chances for larger returns and accept the potential for losses.



Aggressive

Designed for investors that are willing to invest for the long-term, riding out losses in an effort to achieve higher returns over an entire business cycle.



Disclaimer: Numbers listed above are in Morningstar 3-Year Beta. There is no guarantee that these targets will be achieved.

**Take control of what you can,
today.**



OUR MISSION

Our Mission is to provide unique and valuable investment services to all clients while honoring our Kingdom Values in guiding our work and lives.

Disclosures for Creative Financial Designs, Inc.

Investment Risk

All investments entail risk, and these risks could result in the loss of principal in your investment. There is no guarantee of returns. If there are historic or hypothetical returns identified in this piece, these are provided as informational only, and should not be read as an indication about the returns that you should expect to receive as a result of this investment. Past performance is not an indication of future results.

Model Portfolios

Portfolios are allocated pursuant to models determined by Creative Financial Designs, Inc., (Designs) which is solely responsible for the content of each model, and the selection of specific investments within the confines of each asset class and model. Designs has discretion to change the model at any time, and will make changes to the model based on current or anticipated market conditions, as deemed appropriate. Any references to percentages of assets in a model portfolio are subject to the discretion of the management team, and are subject to change at any time, without notice.

Variations Among Accounts

Each Designs investment model is merely a guideline, and there may be variance between investment holdings, and therefore returns, in any particular account versus the model allocation. In some instances, these differences may be material. Additionally, there may be some differing holdings among customers investing in the same investment model portfolio. Some of these differing holdings are the result of limited investment options, such as would be the case in self-directed retirement accounts, and/or managed variable annuity accounts. Additional variances could arise due to such things as, without limitation:

- programmed reallocations by an issuer, pursuant to particular product terms and conditions
- special reallocation requests by the client
- timing issues, e.g. investors purchase a fund that subsequently is no longer available for new purchasers, so later investors invest in a

- comparable (though not identical) investment size of an investment account
- additional strategic options selected by a client, e.g. a client uses the invest over time option or an alternative investment rider option
- additional contributions to an account, or one-time or systematic withdrawals from an account
- the fact that transactional charges may make a reallocation disadvantageous to a particular client, or due to the investment strategy which the client has selected
- tax implications applicable to an individual investment or account
- opening of new investments
- closing of investments to new investors
- minimum investment amounts applicable to investments

Client Choices Influencing Returns in the Account

Please note that your choices as a client may influence the returns in your account, and may not mirror returns of holdings of other investors in the same model portfolio. Some of your choices that may affect the account include:

- Making additional contributions to your account
- Making withdrawals from your account
- Putting special restrictions on your account, either to hold a particular security, to avoid a particular security, to hold additional cash, etc.
- Selecting an add-on strategy such as the Invest Over Time option or selecting an Alternative Investment Rider

Affiliation with CFD Investments

Designs is owned and controlled by several persons who also have financial interests in cfd Investments, Inc. (CFD), a registered broker/dealer, member FINRA and SIPC. Designs is also co-located with CFD, and several persons associated with CFD are also associated with Designs. When appropriate, assets of clients managed by Designs will be maintained in accounts established at CFD.

Advisory Services are Provided through Creative Financial Designs, Inc., a Registered Investment Adviser.
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