

Folio Institutional Solutions

VALIDEA CAPITAL MANAGEMENT

The Challenge

Validea Capital Management has its roots in investment research. Founders John Reese and Jack Forehand believe that the best way to outperform the market is to learn from those who have done so in the past. That's why they developed stock selection models based on their own interpretation of the published strategies of Wall Street legends. Using proven models, Validea strives to select fundamentally sound stocks for the long term and combine elements of both growth and value to maximize return and minimize risk for its clients.

In 2005, the Validea team decided it was time to move beyond investment research and offer portfolio management services. However, the company needed a partner to make it happen. Developing an asset management capability would only make sense with a turn-key, web-based interface, which could provide efficient client service and good value. Folio Institutional provided all this – and more.



Folio Institutional Made it Possible

“The Folio Institutional system is powerful. We can view how much money we have invested in each strategy, the exact holdings, and any negative cash balances. We can also apply filters and trade partial shares.”

John Reese Chief Executive Officer and Founder,
Jack Forehand Co-Founder, & **Justin Carbonneau** Partner

The Folio Institutional Solution

By partnering with Folio Institutional, Validea moved into asset management with great success. “We went from zero in assets to now managing or sub-advising approximately \$150 million using our unique concepts,” states Co-founder Jack Forehand. “The ease of use of the Folio Institutional trading platform has allowed us to focus on growing our business. Their technology helps us deploy our models in the best way possible and also allows us to spend more time on research and development.”

Forehand continues: “The Folio Institutional system is powerful. We can view how much money we have invested in each strategy, the exact holdings, and any negative cash balances. We can also apply filters and trade partial shares.” In addition, Forehand notes that “trading with Folio Institutional is not very time consuming and really efficient.”

“Another important aspect of the Folio Institutional platform is service,” says Justin Carbonneau, Partner at Validea Capital Management. “Folio Institutional’s dedicated Advisor Service team knows our business and can address any issues quickly and competently. They are a very efficient group. They track any transfers quickly and resolve things on the spot. This client-centric approach is very important to Validea.” Adds Carbonneau: “We could not be more pleased with the service. They know us and know our business.”

New Business Opportunities

“Folio Institutional lets us do what we do best: making money for our clients,” concludes Forehand. “As money managers, the Folio Institutional system allows us to effectively follow our strategies and deliver really strong performance.”

By partnering with Folio Institutional, the Validea team is confident that its proven strategies will continue to garner client assets. As Carbonneau sums up: “We know that with Folio Institutional on our side, our initial successes will lead to future growth in our asset management business.”

About Folio Institutional

FOLIO*fn* Investments, Inc. delivers innovative investment solutions to financial professionals and institutions through Folio Institutional.

At the core of all Folio Institutional products and services is our proprietary trading platform. This easy-to-use, web-based investing system enables users to customize portfolios of securities - called Folios - which they can buy or sell in a single transaction, and which financial institutions can easily make available to thousands of accounts.

Through our commitment to innovation, partnership and service Folio Institutional provides unique products and services that enable you to serve your clients better, operate more efficiently, and grow your business more quickly. Hundreds of investment firms currently use Folio Institutional platform, enabling them to offer some of the most innovative investment programs available today.

What Can We Do For You?

At the core of Folio Institutional is our fully integrated, cost-effective, dedicated account management and trading platform designed for advisors like you. We provide the tools you need to take your practice to the next level.

To learn how we can work for you, or to schedule a no-obligation demonstration, please visit our website at www.folioinstitutional.com or call us at **888-485-3456**.



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