



The Value of Professional Advice

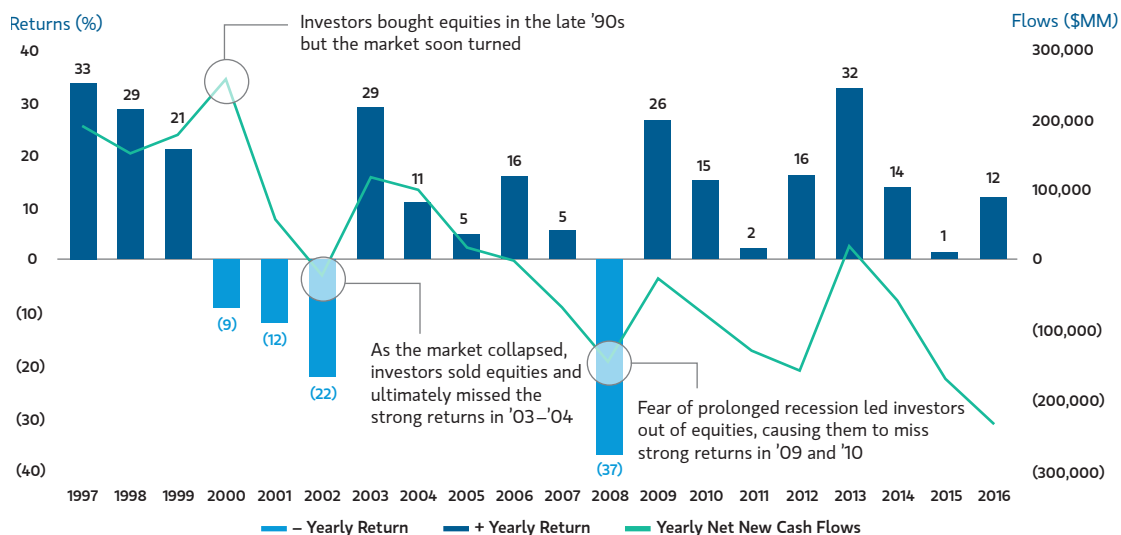
Benefits of Having a Financial Advisor on Your Side

In today's complex and volatile markets, making sound investment and financial decisions can be a difficult and challenging process. By working with an experienced Financial Advisor, you can have the best of both worlds—you can make your own investment and financial choices, but with the guidance of a professional who is familiar with your financial needs and objectives, improving your chances of achieving your goals.

Investing Can Be Complicated

Investing on your own can be complicated, overwhelming and risky. In fact, self-directed investors can often be their own worst enemies by entering and exiting the market at inopportune times in reaction to market movements that make them uncomfortable or emotional.

CASH FLOWS TO DOMESTIC EQUITY AND YEARLY RETURNS



Data as of December 30, 2016

Source: Investment Company Institute, Haver Analytics, Bloomberg, Morgan Stanley Wealth Management GIC.

Notes: Net New Cash Flows to Domestic Equity is measured by the dollar value of new sales minus redemptions, combined with net exchanges. Yearly Returns are represented by the total returns of the S&P 500.

Successful investing involved fortitude and a focus on the long term. The first steps toward minimizing the chance of expensive mistakes are:

1. Understanding the emotional and behavioral factors that contribute to them.
2. Defining your goals and developing a plan that helps you reach them.
3. Having the discipline to stay the course.

We're Here to Help You

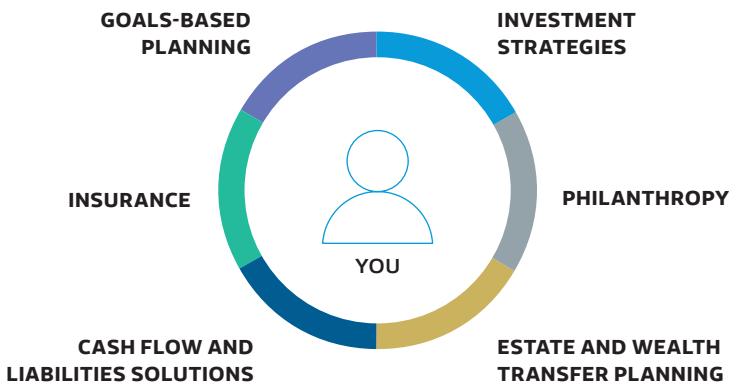
Working with an experienced Financial Advisor can help you avoid the common pitfalls associated with going it alone. With access to institutional research, risk management tools and the global resources of Morgan Stanley, your Financial Advisor can help you navigate the plethora of options, inputs and emotions that go along with investing.

Our relationship begins with a conversation about you — your goals, liquidity needs, time horizon and appetite for risk. This in-depth discovery process is a critical step in building a portfolio that is calibrated and customized to your unique objectives.

By taking the time to gain a thorough understanding of your priorities, your Financial Advisor can recommend specific investment ideas and long-term wealth planning strategies that are tailored to help you meet your specific goals.

We Go Well Beyond Investment Advice

Reaching your goals often involves going beyond investment advice. Morgan Stanley provides a wide array of offerings and services centered on you and customized to help meet your needs. We also provide access to specialists to help pursue specific goals.



Leveraging the intellectual capital and sophisticated institutional capabilities of Morgan Stanley, your Financial Advisor can help you develop a customized wealth management strategy and ensure that it is always aligned with your goals, even if your goals change over time. Let's have that conversation.



What Are Your Goals?

WEALTH CONSERVATION

INCOME

BALANCED GROWTH

MARKET GROWTH

OPPORTUNISTIC GROWTH



Liquidity Needs

Assess Cash Flow Requirements

Time Horizon

When Do You Need to Meet Your Goal?

Risk Profile

Determine Your Risk Appetite and Suitability



The Result:

A Portfolio Calibrated to Your Specific Needs.

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