

**Preserve Your Wealth For  
Generations To Come By  
Starting With A Solid  
Foundation**

Morgan Stanley

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**Our Philosophy**

The Priolo Group at Morgan Stanley is dedicated to providing its clients with a customized approach to wealth management, built on a personal relationship and shaped by an understanding of each client’s unique needs and aspirations. While working together, we’ll concentrate our efforts on developing long-term relationships through a commitment to exceptional service and ongoing dialogue. You will have access to some of the world’s most seasoned and respected investment professionals, a premier trading and execution platform and a full spectrum of investment strategies.

We are focused on serving the multi-generational needs of affluent individuals and families. We believe success in achieving important financial goals starts with a comprehensive wealth management strategy. We work closely with our clients, their attorneys, and their accountants. This ensures that all current and future assets are analyzed, liabilities are weighed and estate planning strategies are implemented. We hold quarterly reviews to benchmark investment strategies to current goals, and proactively propose and implement solutions. Our approach is bespoke both in asset management and planning strategies.

<p><b>Financial Planning and Family Office Resources</b></p> <ul style="list-style-type: none"> <li>Goals Planning System Goal Analysis</li> <li>Quarterly Monitoring</li> <li>Tax Planning Strategies</li> <li>Retirement Planning</li> <li>Family Office Resources</li> <li>Estate &amp; Trust Planning Strategies</li> <li>Philanthropic Strategy</li> <li>Charitable Giving Strategies</li> <li>Insurance Review</li> <li>Life/Disability Insurance Planning</li> </ul>	<p><b>Digital Services</b></p> <ul style="list-style-type: none"> <li>Morgan Stanley Online</li> <li>Total Wealth View</li> <li>eAuthorization</li> <li>Digital Vault</li> <li>eDelivery</li> <li>Lifestyle Advisory Services</li> </ul>
<p><b>Cash Management Services</b></p> <ul style="list-style-type: none"> <li>Securities-Based Lending</li> <li>Mortgages</li> <li>Reserved Living &amp; Giving Program</li> <li>CashPlus Brokerage Account with Identity and Credit</li> <li>Experian Protection</li> <li>Daily Cash Management Resources</li> <li>Ultra-High Net Worth Liability Consultation</li> </ul>	<p><b>Investment Resources</b></p> <ul style="list-style-type: none"> <li>Portfolio Risk Analysis</li> <li>Customized Asset Allocation</li> <li>Alternative Investment Platform</li> <li>Research and Analytics</li> </ul> <p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>Clear and Transparent Pricing</li> </ul>

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Morgan Stanley Smith Barney LLC does not accept appointments nor will it act as a trustee but it will provide access to trust services through an appropriate third-party corporate trustee.

The term "Family Office Resources" is being used as a term of art and not to imply that Morgan Stanley and/or its employees are acting as a family office pursuant to Investment Advisers Act of 1940.

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Borrowing against securities may not be appropriate for everyone. You should be aware that there are risks associated with a securities based loan, including possible margin calls on short notice, and that market conditions can magnify any potential for loss.

**Important Risk Information for Securities Based Lending:** You need to understand that: (1) Sufficient collateral must be maintained to support your loan(s) and to take future advances; (2) You may have to deposit additional cash or eligible securities on short notice; (3) Some or all of your securities may be sold without prior notice in order to maintain account equity at required maintenance levels. You will not be entitled to choose the securities that will be sold. These actions may interrupt your long-term investment strategy and may result in adverse tax consequences or in additional fees being assessed; (4) Morgan Stanley Bank, N.A., Morgan Stanley Private Bank, National Association or Morgan Stanley Smith Barney LLC (collectively referred to as "Morgan Stanley") reserves the right not to fund any advance request due to insufficient collateral or for any other reason except for any portion of a securities based loan that is identified as a committed facility; (5) Morgan Stanley reserves the right to increase your collateral maintenance requirements at any time without notice; and (6) Morgan Stanley reserves the right to call securities based loans at any time and for any reason.

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