



FAIR
ADVISORS

Company Summary

*How confident are you that:
your money is invested correctly?
your advisor puts your goals first?
you are going to have enough money to retire comfortably?*

Fair Advisors was founded to increase your confidence in all these areas.

After many years of working in the financial services industry, we became uncomfortable with the way things worked. We made you — the investor — our first priority by reducing costs and offering customized solutions. We cut through the layers of marketing hyperbole. We questioned the assumptions that have driven financial advice for decades. We use math to create the best solutions for you.

Who we are

Michael Edesess, PhD is an accomplished mathematician, economist, investment professional and author of *The Big Investment Lie* – a book which shatters many myths about the major firms and provides individuals with a clear path to financial independence.

Carol Fabbri, CAP, CRPC is an experienced financial advisor to individuals and nonprofits, an international business consultant and a speaker.

We welcome you to talk with us. Learn more about us. Question everything we tell you. Let us partner with you to make your money work for you.

Fair Advisors
It's math, not marketing™





Michael Edesess, Ph.D.
Partner, Chief Investment Officer



Michael is an accomplished mathematician, economist, investment professional and author. After 30 years in the financial services industry, Michael scandalized the investment world in 2007 by writing *The Big Investment Lie* — a book which shatters many myths about the major firms and provides individuals with a clear path to financial independence.

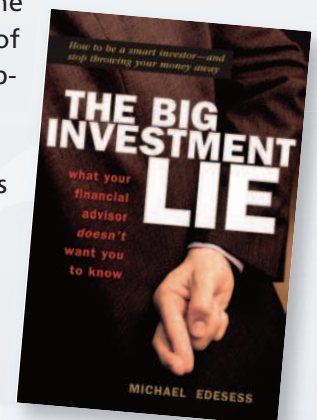
Michael has shared his message with millions through television appearances on NBC, PBS, CNBC magazine articles, a newspaper column, his blog and regular speaking engagements. He has recently been quoted as an industry expert in: *The Economist*, *Forbes*, *Business Week Online*, *Better Investing*, *Fund Strategy Magazine* and *Advisor Perspectives Newsletter*.

Because sharing his knowledge has always been essential to Michael, he has been teaching and presenting for more than 30 years. He has taught at Northwestern University, The University of Illinois, The University of Denver and The Colorado School of Mines. In addition, he was a co-founder and Chief Economist of Lockwood Financial Group (purchased in 2002 by The Bank of New York) and has chaired the board of directors of three leading energy, environmental and third world developmental nonprofit organizations.

Michael is a graduate of MIT and holds a PhD in mathematics from Northwestern University.

“Over the years I have seen Michael Edesess at work in many capacities. He has consistently brought rigor, clarity, and uncompromising intellectual honesty to supposedly uncertain or complex subjects—whether formerly as Chairman of Rocky Mountain Institute or now as my personal financial advisor. These attributes plus his skills as a mathematician and economist equip him as Chief Investment Officer to help Fair Advisors provide unusually independent and evidence-based financial advice.”

- Amory B. Lovins





Carol Fabbri, CAP, CRPC
Managing Partner, Financial Advisor



Carol is a financial advisor, speaker and managing partner of Fair Advisors LLC. She works with individuals, private foundations and nonprofit organizations to achieve their goals using financial and estate planning tools.

An experienced financial advisor and MIT graduate, she leverages her decade of international business consulting experience to educate her audiences and simplify the seemingly complex financial environment. Carol was recently quoted in Forbes magazine's 2009 Investment Guide explaining her opinion of advisors who use buzzwords or suggest finance is too complicated to understand.

"Remember the Wizard of Oz? Look behind the curtain" she recommends. Her fact-based approach pierces through the thick marketing blanket covering the personal finance industry and has won praises from her clients:

"I pulled all of my accounts from our long-time advisor — and actually our family's long-time advisor — and moved them to Carol. It's more than the way she handles our money. It's the way she removes the 'secret veil' of those entrenched in finance and distills information into what we need to know so we can quickly return to running our own businesses."

- *Karen and Les Meyer*

"Carol has been my advisor through both good and precarious economic times. Because she explained the big picture to me I've avoided the nightmares that so many others are currently experiencing. She may call herself a 'Fair' advisor but I think she's a great advisor."

- *Asti Luke*

"Carol was an excellent speaker and did a wonderful job making this subject easy to understand"

- *Robin Snyder*

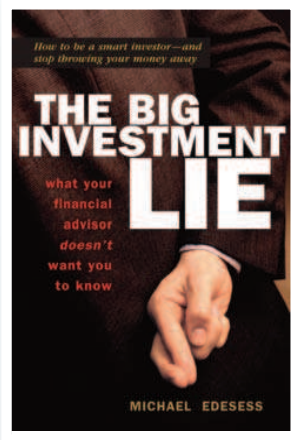
"She explained a complex subject in understandable terms...I was very impressed with her knowledge and practical advice."

- *Dori Winter*



“The Big Investment Lie”

by Michael Edesess, Ph.D., Fair Advisors Partner, Chief Investment Officer



In Brief, “The Big Investment Lie”:

- Proves that the investment industry is selling snake oil — no professional advisor has ever consistently beat market averages
- Details how the investment industry sells its services using phony statistics and manipulative techniques
- Shows how any investor can get a good return without throwing money away on advisors
- Written by an insider with over 30 years experience in the investment industry

Michael Edesess’ latest book vividly describes how he discovered, during the course of a successful career in the investment field, how the \$200 billion a year investment advice and management business rests almost entirely on misrepresentations and falsehoods, sold to us through a pervasive disinformation campaign that Edesess calls “The Big Investment Lie.” Edesess warns those who use investment advisory services — both individual investors and institutional investors, average investors and wealthy investors — that they are being sold a fake bill of goods and paying an exorbitantly high price for it.

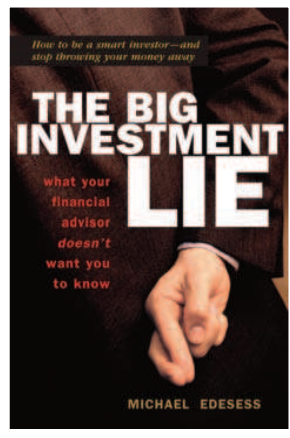
Using fascinating and often humorous experiences as well as simple explanations of investment theories and evidence, he reveals how badly investors are being skinned by “The Big Investment Lie” and why they buy into it, swallowing the doctored statistics and the distortions of truth concocted by master salesmen. He exposes the snow job of professional investment advice and management services and how they are sold to us, showing how to avoid the lie and invest without throwing barrels of money down the drain on expensive but worthless services. He then shows that the smartest investors use the simplest methods and have the highest wealth accumulation rates, and how they do it. Investing smart consists more than anything else of knowing the simple ingenious means to grow wealth while avoiding the plethora of costs and taxes incurred by “helpers” who add no value.



Accolades

"The Big Investment Lie"

by Michael Edesess, Ph.D., Fair Advisors Partner, Chief Investment Officer



"Edesess speaks as only an insider could. The evidence is that all of the complex, expensive strategies sold by active money managers simply are not worth the cost. This book provides simple, effective guidelines for a successful investment experience for everyone."

- David Booth, Chairman, Chief Executive Officer, President, and Chief Investment Officer, Dimensional Fund

"With wit and accuracy, and based on years of personal experience, Edesess provides clear and easy advice that will help you add substantial value to your portfolio."

- George Case, consultant and analytical software pioneer

"Edesess knows what he's talking about ...and the advice in his hard-hitting book will come as no surprise to those familiar with Wall Street. His understanding of how the investment management industry works should serve as a warning to all – however, hollow his tips to sensible investing, avoid hedge funds, and you may emerge unscathed." - Rolf Dobelli founder and chairman of *getabstract*, the world's leading provider of business book summaries

"Every page of 'The Big Investment Lie: What your Financial Advisor Doesn't Want you to Know' illustrates Edesess's depth of knowledge and how widely and deeply he has thought about his subject matter. He succeeds in getting you to reconsider your investment habits and behavior." - *American Chronicle*

"The greatest investment book I've ever read!! I have met Mr. Edesess... at a local AAIL meeting, where he elaborated on his book and entertained us all... I enjoyed every page of his book." - By R. A. Diercksmeier

"'The Big Investment Lie' is a well-informed articulation of an inherent difficulty within the investment field. While there is nothing wrong with striving to beat the market, it is vital to consider the elements of caveat emptor, and to realize that beating the market brings with it the inevitable risk of losing to the market – as at least half the beat-the-market money must. Michael Edesess does a brave and truthful service by directly detailing the real-life gamble associated with such activities and proposing feasible and educated alternatives." — John O'Brien, Executive Director of the Master's in Financial Engineering (MFE) program at UC Berkeley, Haas School of Business. Haas MFE is ranked number one in North America



2009 Lunch & Learn Sessions for Nonprofit Executives

Join us for our next complimentary session

On the 4th Friday of each month one of our partners hosts an hour long training session to help busy nonprofit executives keep up with mission-critical topics which you asked us to talk about.*

The lunch & learn sessions will be held in our conference room at 865 Delaware St., Denver CO 80202. To respect everyone's busy schedules, each session will start promptly at noon and will end by 1pm. Feel free to arrive early (11:30) to meet other guests. Each session is limited to 8 executives and RSVPs are necessary. To reserve a seat, please email us at info@fairadvisors.com or call at 720-279-1376. If these sessions don't fit into your schedule, we'd be happy to schedule a special session for your group.

January 17	The Planned Giving Toolbox
February 21	Fundraising Survival
March 27	Fundraising Survival
April 24	Developing an Investment Policy
May 22	The Planned Giving Toolbox
June 26	Advanced Planned Giving Techniques
September 25	Fundraising Survival
October 23	Developing an Investment Policy
November 20	The Planned Giving Toolbox
December 18	Advanced Planned Giving Techniques

Fundraising Survival

46% of donors are planning to give less in 2009, so how can a nonprofit organization on a tight budget survive? Combining practical ideas and strategic thinking from experts across the country, this presentation is a must-see for executives looking for solutions.

The Planned Giving Toolbox

Have you been meaning to learn about Planned Giving? Is it one of those "when I have some more time," topics? Give us an hour and we'll introduce you to some basic planned giving tools and suggest ways you can bring up the topic to your Board and key donors.

Brainstorming Planned Giving Techniques

Want some good ideas? We'll share planned giving ideas from leading experts and talk about your programs. This interactive session will allow peers in non-competitive industries to discuss what works in their organizations.

Developing an Investment Policy

You want to focus on the mission, not investments but how do you know what to do with your funds? Creating an investment policy provides you with a measurable plan for investing your funds and assures wary donors that you are committed to disciplined investing. We'll walk you through some of the key pieces of an investment policy.

* We welcome all suggestions for new topics you'd like to learn about.



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