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**Your Institution  
Request for Proposal  
Investment Advisory Services**

1. Proposal process and timeline

1.1. Key dates

- |                                  |                  |
|----------------------------------|------------------|
| • Release of RFP                 | Month, day, year |
| • Deadline for Written Questions | Month, day, year |
| • Questions and Responses Posted | Month, day, year |
| • RFP Proposals Due              | Month, day, year |
| • Selection                      | Month, day, year |

1.2. Responses

1.2.1. Should include only the information requested and no other marketing materials.

1.2.2. Should be sent as a PDF to: Email address by the aforementioned deadline.

1.3. To insure that RFP documentation and subsequent information (modifications, clarifications, addendum, written questions & answers, etc.) is directed to the appropriate persons within the Respondent's firm, each Respondent who intends to participate in this RFP is to provide the following information:

- Name of primary contact
- Mailing address of primary contact
- Telephone number of primary contact
- Fax number of primary contact
- E-mail address of primary contact
- Additional contact persons with same information provided as primary contact

1.4. Your Institution reserves the right to: (i) reject any or all proposals received in response to this Request for Proposal, regardless of whether it complies or does not comply with this Request For Proposal; (ii) accept a proposal from other than the lowest cost proposer; (iii) waive or modify any irregularities in proposals received; (iv) consider proposals or modifications received at any time before the award is made, if such action, in the sole judgment of the College, is in its best interest; and (v) negotiate separately with any source whatsoever in any manner necessary to serve the best interest of the College. Additionally, all terms and conditions of the Facility are subject to final approval by Your Institution. The College, its counsel and advisors shall not be liable for any losses or expenses incurred by any party related to any proposed agreement with respect to this Request for Proposal.

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2. Background information on Your Institution

College Overview

Personal education. Extraordinary success. Your Institution delivers with one-to-one-from-day-one advising and small classes taught exclusively by challenging professors. We back up our promise with the Your Institution promise which guarantees an internship, study abroad, and graduation in four years.

Your Institution is a top-50 liberal arts college that attracts bright, highly motivated students from around the country. It's the kind of school that provides extras (leadership training, real-world preparation for career success, a global perspective) that cause our students to lead the nation in loyalty. After graduation they give financial support at a rate higher than those of any other college or university.

Academics

The *Washington Post* calls Your Institution "one of the premier intellectual gathering points in its region." Your Institution's education is personal. Students will be asked to make choices—about internships, study abroad, joint research, completing one or two majors in four years, or even designing their own major—that reflect their talents and interests. Teachers ask students to do their best—and work one-to-one to help them achieve success in an exciting, stimulating environment. Fellow students also enhance their Your Institution experience. Our students are bright (winning top national awards, including Rhodes, Fulbright, and Goldwater), fun-loving, and friendly. Relationships are formed that last a lifetime.

Location

Your Institution is located in City, population. Acclaimed for its quality of life and rich history.

Over one page of Institution history and interesting facts.



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3. Information to be provided

3.1. Overview

- 3.1.1. Firm's complete name, address, telephone and website.
- 3.1.2. Provide a brief history of your firm (including date founded) and affiliated organizations.
- 3.1.3. Describe your firm's ownership structure giving specific details with regard to any parent or affiliate relationships. Include an ownership and organizational chart diagramming the relationship between the professional staff as well as the parent / subsidiary, affiliate or joint venture entities.
- 3.1.4. Provide a list of services and description of those services offered by your firm relative to this proposed engagement. A separate Service Level Agreement which will act as a template for the final agreement if the firm is selected to represent the client should be included.
- 3.1.5. State whether your firm, its parent or affiliate, is a registered advisor with the SEC under the Investment Advisor Act of 1940.
- 3.1.6. Describe the culture of your firm and what you consider the advantages are of this culture.
- 3.1.7. Briefly summarize your consulting and research staff.

3.2. Investment Policy Analysis and Asset Allocations

- 3.2.1. Describe the firm's experience / expertise in developing investment policies for educational clients.
- 3.2.2. Describe your firm's asset allocation evaluation methodology.
- 3.2.3. Describe the process your firm utilizes to develop asset class expected return / risk assumptions.
- 3.2.4. What is your approach to recommending alternative asset classes in an allocation?

3.3. Research

- 3.3.1. Describe your firm's research capabilities and resources.
- 3.3.2. Indicate the quantitative tools utilized by the firm to evaluate managers and the market.

3.4. Investment Manager Evaluation and Monitoring

- 3.4.1. Describe your firm's process and criteria used to identify, evaluate and recommend potential investment managers.
- 3.4.2. Describe your firm's ongoing manager due diligence process.
- 3.4.3. Provide an overview of your firm's approach and criteria for placing a manager on a watch list. Also specify under which conditions the manager might be removed from such a list.

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3.5. Performance Evaluation and Reporting

- 3.5.1. Summarize your firm's performance evaluation and reporting services. Provide examples.
- 3.5.2. Describe the frequency of the performance reports produced by your firm.
- 3.5.3. Describe the sources of data you use in calculating investment performance of a client's portfolio. Include whether or not calculated performance is reconciled with investment managers and custodians.
- 3.5.4. Describe how benchmarks are chosen or developed and how performance is compared to similar portfolios. Describe your custom benchmark capabilities.

3.6. Conflicts of Interest

- 3.6.1. Do you receive any fees or any form of remuneration from any sources other than your consulting clients? If yes, please explain. List any fees your firm receives from managers for providing analytic output regarding performance and style.
- 3.6.2. Disclose any potential conflicts of interest, or appearance of conflict, which might arise if you were selected to represent this client. Such disclosure should reveal compensation, in any form by any source to your firm.
- 3.6.3. Do you have a policy and practice that forbids fees and services being given by managers selected for investment to your firm?

3.7. Fees

- 3.7.1. Provide a fee schedule for advisory services.
- 3.7.2. Describe and illustrate how and when all ongoing fees (advisor, managers and others) are reported.

3.8. Client references

- 3.8.1. Provide the following information for at least three relevant and similar institutions for whom you provide similar services:

- Institution:
- Contact person:
- Phone number:
- E-mail address:

- 3.8.2. Provide the following information for at least two relevant and similar institutions for whom you provided similar services but who are no longer your clients:

- Institution:
- Contact person:
- Phone number:
- E-mail address:

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3.9. Other

- 3.9.1. Describe how the client would transition to your services from another investment advisor. Also indicate if your firm back loads transactions and /or investment performance data, if so, and how far back.
- 3.9.2. Describe your policies regarding the confidentiality of client information, especially as regards changes or potential changes in outside managers or asset allocation.
- 3.9.3. What unique services do you offer that would differentiate you from your competition in dealing with the client? Describe any training you provide to staff and Board members concerning relevant investment topics. Is there an additional charge for these services?

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