

Customer Account Form Definitions

Net Worth:

- Value of all client assets less any current obligations (debt) owed by the client.

Liquid Net Worth:

- The part of an individual's net worth that can be readily turned into cash. Liquid net worth includes investments such as stocks and mutual funds, but does not include assets that are difficult to readily convert, such as real estate or cars.

Account Investment Objective:

- Preservation of Capital - Little or no possibility for negative returns.
- Moderate Income - Seeks income utilizing asset classes with potential for higher return but with more risk to principal.
- Balanced Growth - Moderate risk taker who would traditionally utilize both stocks and bonds to achieve investment goals.
- Growth of Capital - More aggressive risk taker who desires capital appreciation, not current income, utilizing primarily a stock portfolio.
- Aggressive Growth - Willing to risk 100% of principal for the opportunity for highest possible return or speculation.

Risk Tolerance:

- Low / Conservative - Willing to accept only low volatility with very limited loss potential.
- Moderately Conservative - Willing to accept low loss potential in order to increase gains / higher income.
- Moderate - Willing to accept moderate loss potential in order to gain a balanced return of growth and income.
- Moderate Aggressive - Willing to accept higher potential loss in order to gain higher returns.
- High Risk - Willing to risk entire investment for highest possible return / speculation.

Liquidity Needs:

- Immediate - Client intends to begin withdrawing funds / assets from the account as soon as funds are available.
- High - Client intends to begin withdrawing funds / assets from the account within 5 years.
- Medium - Client intends to begin withdrawing funds / assets within the next 5-10 years.
- Low - Client does not intend to withdraw funds / assets from the account for at least 10 years.

Investment Experience:

- Overall experience level should reflect the amount of time the client has been investing in the stock / bond market.
- Individual asset class experience should reflect the amount of time the client has invested in a specific asset type.

Time Horizon:

- The account time horizon should reflect the amount of time the client anticipates holding assets within the account. In the event that a client withdraws funds / assets over time, the time horizon should reflect the amount of time before all assets are withdrawn, and not the time when withdrawals begin.

Estimated Value - Other Accounts:

- To help PCS more fully understand a client's investment profile and identify what types of investments or strategies may be suitable for a client, other assets held in outside investment accounts must be taken into consideration. Exact balance information is not required, but an estimated value is critical to the successful understanding of a client's investment needs and for development of investment strategy.

Dependents:

- The number of people the client is financially responsible for. This may include individuals who reside within the same household as the client or in a separate location. (for example: college aged children, grandchildren, parents, etc.)
- For corporate, trust, 401k, PSP, estate, non-profit accounts, enter "none".