IRON FINANCIAL
The Advisor's Advisor™

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Q Describe your firm, its offerings and its mission.

IRON Financial is an investment manager serving a diverse universe of private investors and institutions, and a provider of corporate retirement services to employer plan sponsors. We manage investment portfolios across both core and alternative asset classes, and deliver comprehensive solutions to the qualified retirement plan marketplace. Our goal is to provide investment strategies that mitigate risk, generate attractive relative returns and help individuals and organizations preserve and grow capital. We strive to provide distinctive products and exceptional client service that contribute to the prosperity of our clients. As an independent asset manager, we rely on fundamentally sound financial engineering practices with the goal of creating risk-adjusted return solutions that provide liquidity and an appropriate cost structure.

Q Describe your investment strategy and how it might be unique.

IRON's investment strategies focus on delivering results on a risk-adjusted return basis. Recognizing the industry's long-term cycle of commoditization with passive and active management separation, IRON believes in separating "Beta" and "Alpha" exposure. For direct exposure to core asset classes, we believe that "passive" investing delivers the highest quality at the lowest cost to the investor. IRON utilizes a proprietary strategy, providing access to low cost, high quality investment opportunities, while actively pursuing Alpha. We believe this enables IRON to deliver the best of both passive and active investment management.

Q Describe how your investment products fit into a well-rounded asset allocation strategy.

IRON's investment strategies span core and alternative asset classes. Our investment strategies are designed for strategic allocation on a long-term basis. Our portfolio managers use their experience and expertise in the capital markets to create strategies and build and manage diversified portfolios that match your clients' goals and objectives.

Q How has your firm adapted during the recent economic downturn?

IRON's goal has always been to provide investment strategies that mitigate risk, generate attractive relative returns and help individuals and organizations preserve and grow capital. As a recognized investment adviser, we rely on fundamentally sound financial engineering practices with the goal of establishing risk adjusted return solutions. Our investment research team is integral to IRON's product development, risk management expertise and quantitative research capabilities. This recent economic downturn has only served to confirm IRON's investment philosophy and approach that has been the hallmark of our firm since its inception in1994.

AT A GLANCE

Firm name: IRON Financial, LLC
Employees: 30
Location: Northbrook, IL
Years in business: 16
Assets under management: 1.5 billion AUM
Minimum investment: $500,000