



Graystone Consulting

A business of Morgan Stanley

Working With Graystone Consulting

The world in which we live and operate is changing at an unprecedented pace. Your consulting firm must be able to adapt quickly to the evolving needs of your organization, providing fresh, strategic ideas and solutions that are focused on your success.

If your investment consultant is not shining a light on the blind spots, you need a different type of strategic partner—one with a more comprehensive approach to delivering innovative strategies with a steadfast focus on performance. **You need Graystone Consulting.**

Graystone delivers the intimate relationship you expect from a boutique with the industry-leading analysis and fiduciary oversight of a global firm. We are the trusted advisor to some of the nation's most respected institutions and want to be your trusted advisor too.

Extensive Client Experience

With a history of client loyalty and growth, Graystone is one of the industry's premier investment consulting businesses, serving a wide variety of institutional clients, including:

- Foundations and Endowments
- Corporate Pension Plans
- 401(k) Plans
- Taft-Hartley Funds
- Public Pension Plans
- Family Offices
- Health Care Plans

THE GRAYSTONE APPROACH: CLIENT-CENTERED SERVICE

Graystone is dedicated to a client-focused approach that provides objective and comprehensive institutional consulting advice delivered through a local presence. Our structure positions teams around the country, enabling us to keep our clients at the center of our service and guide timely investment decisions. Each team of seasoned investment professionals is led by an Institutional Consulting Director with more than 20 years of financial experience, on average.

We Guide You Through Complexity

The hallmark of Graystone’s philosophy is a commitment to building strategies from the ground up and fine-tuning them over time to help achieve specific goals, all while enabling you to respond more effectively to today’s economic and fiscal challenges. We take responsibility for implementing your custom investment program so that you can be confident that all aspects of investment selection, asset allocation, risk budgeting, and daily oversight and administration are being fully addressed. Every strategy is fully customized and supported by three pillars of differentiation:

BOUTIQUE SERVICE BACKED BY GLOBAL RESOURCES

Graystone Consulting consists of more than 50 highly skilled and experienced consulting teams located throughout the country, each backed by a dedicated management team. Each consultant has access to the global resources of Morgan Stanley yet delivers the personalized service you would expect from a small investment boutique.

INDEPENDENCE AND OBJECTIVITY

With a business owner’s mindset, our entrepreneurial culture focuses on transparency and accountability.

We are deeply and personally invested in your success and understand the challenges of today’s investment and business environment. As fiduciaries, we are required to act in your best interest and committed to objective, customized strategies to help move your business forward.

THE STRENGTH OF MORGAN STANLEY

If your particular situation requires specialization, we have immediate access to the resources and services of Morgan Stanley’s global network of analysts, researchers and specialists. We are committed to having the expertise on hand to address the challenges you face and develop your organization to meet the demands of today’s ever-changing world.

A Strong Foundation

The resources of Graystone are backed by the strength of Morgan Stanley, which includes the following capital levels:

- \$3.9 Trillion in Total Client Assets Under Management¹
- \$1.4 Trillion in Total Advisory Assets Under Management¹
- \$380+ Billion in Institutional Assets Under Management²



The J.K. Meek Group at Graystone Consulting has over 25 years of experience working with nonprofit organizations. We provide a full suite of investment consulting services for organizations, ranging from investment policy development to performance reporting. The J.K. Meek Group at Graystone Consulting employs seven consultants, four analysts and two associates. As of September 30, 2020, the J.K. Meek Group at Graystone Consulting managed over \$2.5 billion in client assets.

Our exposure to a diverse range of clients informs our approach, enabling us to bring fresh, strategic ideas that challenge conventional solutions. We are able to leverage Morgan Stanley’s unique perspective as a leader in capital markets and draw upon our deep understanding of the investment needs of educational institutions to provide our clients with comprehensive advice.

For more information on The J.K. Meek Group at Graystone Consulting, please reach out to Allan D. House, Institutional Consultant, at allan.d.house@msgraystone.com or 410-736-5534.

¹ As of January 20, 2021. Morgan Stanley fourth-quarter earnings.

² Institutional AUM as of December 31, 2020.

Investment and services offered through Morgan Stanley Smith Barney LLC. Graystone Consulting is a business of Morgan Stanley.