



## CLIENT CHARACTERISTICS

- **Assets:** \$4.5 million in investible assets and restricted stock with a grant value of \$3.5 million
- **Interests:** Evaluate impact of changing employment and starting a new venture, fully fund undergraduate college for their two young children, purchase primary residence and continue to invest in private companies.

David and Cathy are in their late 30s and working parents of two young children. David and Cathy both have professional experience in the residential real estate market. David served as the chief product officer at a private real estate technology firm that was acquired by a public company in 2020—he has remained with the acquiring firm in a management role—and Cathy works for a national mortgage company.

David and Cathy became familiar with Brown Advisory through David's involvement with NextGen Venture Partners. Soon after the acquisition announcement, they had a need for a thought partner to consider various scenarios around Cathy taking a step back from work, buying a primary residence together and David starting a new venture. This financial planning exercise and conversation were instrumental in determining the right cash reserve and long-term asset allocation for the family. Additionally, the Brown Advisory team assisted David and Cathy with 401(k) elections and funding plans for their children's 529 college savings plans.

Now with a plan in place, David and Cathy feel more informed and confident about pursuing their interests and spending time with their kids.

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## SOLUTIONS

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**Financial Planning** | A bespoke financial plan was the first deliverable for David and Cathy. We conducted an initial call to fine-tune assumptions, goals and risk tolerance, and came back with a full analysis within 10 days. This analysis reviewed three distinct scenarios using Monte Carlo simulation, with the goal of helping David and Cathy feel confident about their next step.

**Holistic Portfolio Construction** | David and Cathy's balance sheet quickly changed as a result of the acquisition, and an investment plan was needed for the new cash that accounted for concentrated positions in Cathy's employee stock ownership plan and David's restricted stock units. We incrementally invested the cash over a period of three months, holding back cash in a no-fee account for an anticipated home purchase. David had been investing in private deals for a number of years, so we integrated the reporting of those investments and committed to new investment opportunities in cryptocurrency and diversified private equity.\*

**Relationships with Outside Advisors** | After our first meeting with David and Cathy, it was clear finding a new certified public account (CPA) was a top priority. We came back with two suggestions that David and Cathy could evaluate. After formalizing a relationship with one of those suggested CPAs, we brought that new team member up to speed with summary tax information for David and Cathy's accounts to best estimate quarterly tax payments.