



*Keystone*  
FINANCIAL SERVICES

## Most people leave their financial advisor confused about what's happening with their money.

Our advisors are just as good at explaining investments as they are at making them. Our clients fully understand what's happening with their money at every stage of their financial journey.

### Our promise to you:



#### Effective Game Plan

It's our job to understand the complexities of your situation and our financial plans are designed with your personalized goals in mind. We'll continually evaluate your plan to make sure your financial plan is on track towards your goals and updated as your life changes.



#### Advice in Common Language

We speak your language to ensure you have a clear understanding of what we're going to do with your money. Our on-going communications provide continual transparency so you'll stay informed on the markets and know what's happening with your investments.



## Straightforward Fees

You should know what you're paying your advisor and how we apply those fees to your investments. We'll explain our fee structure so you have confidence that you're receiving value from your advisor. After our conversation, your questions will be answered and make sense to you.



## Making Your Life Easier

We want to add convenience to your lives and many of our services are designed to do just that. Whether working in tandem with your other advisors or providing holistic planning services, we're on your team and offer simplicity and clarity to you.



## Experience

Our team that serves you is knowledgeable and we have many accolades from Forbes, Barron's, Financial Times and WealthManagement.com that rank us among the top in the nation.\* We exist to serve as your guide for life's big tradeoff decisions and by working with us, we want you to be confident you made the right decisions.

### Keystone Financial Services

4090 Clydesdale Parkway  
Ste 201  
Loveland, CO 80538

local 970.744.5408

fax 970.619.8095

[keystonefinancial.org](http://keystonefinancial.org)



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*\*Recognition from rating services or publications is no guarantee of future investment success. Working with a highly rated advisor does not ensure that a client or prospective client will experience a higher level of performance of results. These ratings should not be construed as an endorsement of the advisor by any client nor are they representative of any one client's evaluations. Forbes ranking algorithm is based on quality of practice, including: telephone and in-person interviews, client retention, industry experience, review of compliance records, firm nominations and quantitative criteria. Barron's rankings are based on data provided by over 4,000 of the nation's most productive advisors. Factors included in the rankings: assets under management, revenue produced for the firm, regulatory record, quality of practice and philanthropic work. Financial Times candidate firms were scored based on six criteria: assets under management (AUM), AUM growth rate, years in existence, advanced industry credentials, online accessibility and compliance records. WealthManagement's Top 25 High-Net-Worth Advisors are ranked by total assets under management. To land on the list, high-net-worth clients had to account for 76 percent or more of the firm's business. Firms also had to have a focus on financial and retirement planning; institutional clients do not make up a substantial portion of their businesses.*

Investment advisory services offered through CWM, LLC, an SEC Registered Investment Advisor. Carson Institutional Alliance, a division of CWM, LLC, is a nationwide partnership of advisors.