

# DETAILED EVALUATION OF CONSULTANT'S PROPOSAL

Consultant's Name:

\_\_\_\_\_

Points Table:  
1 = Below Expectations  
3 = Meets Expectations  
5 = Exceeds Expectations

## Organization

Did consultant a) present all requested materials, b) answer all questions? \_\_\_\_\_

Is institutional (tax-exempt funds) investment consulting the firm's only business? \_\_\_\_\_

Does 100% of the firm's total revenue come from investment consulting services? \_\_\_\_\_

Does the firm have any type of affiliation with money managers, banks, insurance companies or mutual funds? \_\_\_\_\_

Is the organization a subsidiary or affiliate of another firm? If so, do any of the affiliates provide any other retirement trust services such as investment management, actuarial work, etc.? \_\_\_\_\_

How many investment consulting clients has the firm: Gained in the last 2 years and why? Lost in the last 2 years and why? What was the approximate size, minimum & maximum, of the clients added or lost? \_\_\_\_\_

Has the consultant(s) or the firm been in any litigation of any type in the last 5 years? If yes, what was the result of the litigation? Have there been any SEC or NYSE sanctions? \_\_\_\_\_

How long has your firm been in existence? \_\_\_\_\_

**Organization Total Points:** \_\_\_\_\_

## Investment Consulting Philosophy

How does the consultant's public fund clients' investment performance measure up? \_\_\_\_\_

Can consultant provide examples of how they have improved their clients' investment results? \_\_\_\_\_

Does consultant present a Mission Statement or corporate objectives? \_\_\_\_\_

What is consultant's philosophy on the use of alternatives? What alternatives? \_\_\_\_\_

What is your investment philosophy and how was it developed? Sector bets? Hedge funds? Private equity, if allowed? Alternative assets? Index funds? Institutional funds (only)? \_\_\_\_\_

**Investment Consulting Philosophy Total Points:** \_\_\_\_\_

## Professional Staff Background

Was a separate bibliography, including education, formal pension training, professional memberships, and employment history (at least 15 years) presented? \_\_\_\_\_

How many clients does the individual who would be assigned to our fund presently serve? \_\_\_\_\_

What has been the turnover of individuals in your firm over the last 2 years? Why did individuals leave, if any? What position did they hold? How many individuals have joined your firm & in what positions? \_\_\_\_\_

**Professional Staff Background Total Points:** \_\_\_\_\_

## Development of Investment Policies and Objectives

Outline the steps you would take in developing a statement of investment policies and objectives. \_\_\_\_\_

Provide an outline of the issues and items that you address in a typical policy statement. \_\_\_\_\_

Please list the clients you performed policy and objectives work for in the last 12 months. \_\_\_\_\_

Please list the clients you performed an asset allocation study for in the last 12 months. \_\_\_\_\_

What steps do you take to review the client's IPS or asset allocation? How do you assess the client's tolerance for risk? \_\_\_\_\_

How often and when do you rebalance? \_\_\_\_\_

**Development of Investment Policies and Objectives Total Points:** \_\_\_\_\_

## Selection of investment Managers

How many searches did the individual consultant perform in the last 12 months? \_\_\_\_\_

How does a money manager get into your database? Is there a fee or any cost associated with a manager's entry into your database? \_\_\_\_\_

How many managers are currently on your list of "recommended managers"? How many different managers do your clients currently have money with? \_\_\_\_\_

**Selection of Investment Managers Total Points:** \_\_\_\_\_

## Performance Measurement and Evaluation

What clients has the proposed consultant provided performance measurement services to in the last 12 months? \_\_\_\_\_

Will the consultant evaluate the effectiveness of asset allocation? \_\_\_\_\_

Can the consultant monitor investment manager performance for adherence to style, risk/reward relationship, performance consistency, transaction efficiency? \_\_\_\_\_

How does the consultant confirm the money manager's track record? \_\_\_\_\_

Does the consultant charge managers for participation in their databases? \_\_\_\_\_

Does the consultant have any financial relationship with the fund's managers? \_\_\_\_\_

**Performance Measurement and Evaluation Total Points:** \_\_\_\_\_

### **Other Services**

Does the consultant discuss commission recapture income? \_\_\_\_\_

Does the consultant discuss securities lending income? \_\_\_\_\_

Does the consultant offer transaction cost monitoring? \_\_\_\_\_

**Other Services Total Points:** \_\_\_\_\_

### **General**

Does the firm/consultant agree to act as a fiduciary to the plan? \_\_\_\_\_

Is the firm a Registered Investment Adviser with the U.S. Securities and Exchange Commission? \_\_\_\_\_

Does the firm have professional liability insurance? If so, what is the coverage, limit and deductible? \_\_\_\_\_

Does the firm have adequate property/casualty insurance, including non-owned vehicle coverage? \_\_\_\_\_

Does the consultant have a conflict of interest statement? \_\_\_\_\_

**General Total Points:** \_\_\_\_\_

### **Proposed Fees**

Does the consultant offer a choice of individual project and retainer service fees? \_\_\_\_\_

Does the consultant offer a fixed fee for the services requested? \_\_\_\_\_

Is the consultant willing to be paid with hard-dollars, versus directed-brokerage or commissions? \_\_\_\_\_

Does the consultant charge the fund for out-of-pocket expenses that would be billed separately from proposed fees? \_\_\_\_\_

Are consultant's fees negotiable? \_\_\_\_\_

How is the consultant compensated? Why fixed fee vs. percentage, or vice versa? \_\_\_\_\_

**Proposed Fees Total Points:** \_\_\_\_\_

### **Open Questions**

What makes your group or firm unique as distinguished from other investment consultants? \_\_\_\_\_

Why should we chose you as our investment consultant? \_\_\_\_\_

What changes (if any) would you propose for the first 90 days if you became the Investment consultant for Birmingham's retirement plans? \_\_\_\_\_

Describe your overall strategy for Birmingham's retirement plans. In other words, what north star would guide you when proposing changes to the plans? \_\_\_\_\_

What type of back office support do you have (and their qualifications) in the event that we need to reach someone and you are unavailable? \_\_\_\_\_

Why do you believe that you are a good fit to become the investment consultant overseeing Birmingham's retirement plans? \_\_\_\_\_

Is our portfolio a big fish in a small pond or a small fish in a big pond? \_\_\_\_\_

Open Questions Total Points: \_\_\_\_\_

**GRAND TOTAL:** \_\_\_\_\_

**UBS & Morgan Stanley:**

Within your brokerage firms there are groups like yours that consult with pension plans. How does your group differ, how was your group vs. others selected to bid on our plan and why? \_\_\_\_\_