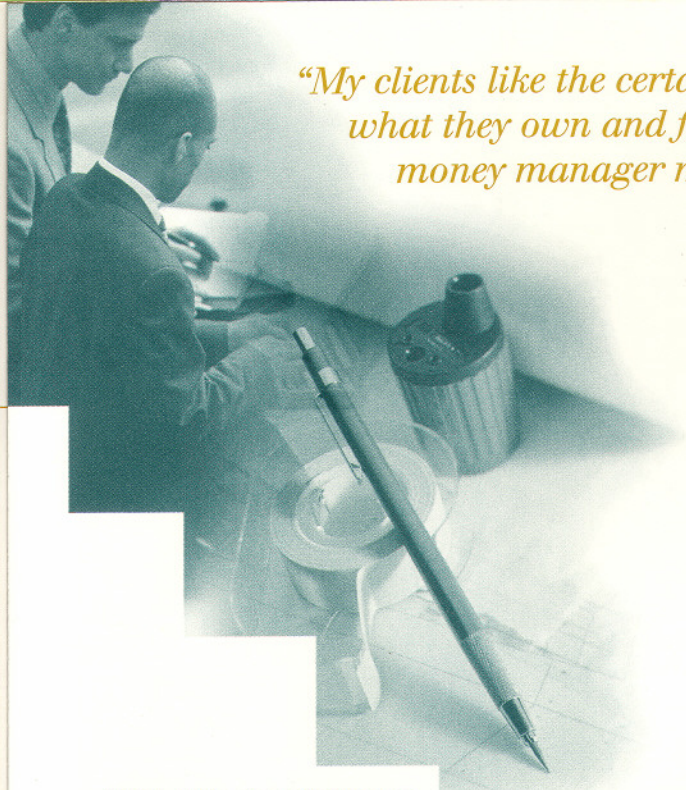

"My clients like the certainty of defined portfolios. It's clear what they own and for how long. There's no mysterious money manager making buy-sell decisions for them."

FC Kelly Bonavia, Kansas City Plaza, MO

"With defined portfolios, you don't need to know what to buy, what to sell and when, which are usually emotional decisions anyway. Defined portfolios provide a discipline that takes the emotion out of the decisions."

What Are Defined Portfolios?

Defined portfolios, legally called unit investment trusts, are baskets of stocks or bonds available in various risk/reward categories, from conservative to aggressive. Like with mutual funds, investors buy units in a defined portfolio trust and own a proportional share of its investments. Unlike mutual funds, the holdings in a defined portfolio are fixed and do not change from day to day. Investors know exactly where their money is invested at all times and don't have to depend on the skill of a manager who may have hot and cold streaks.

Until the early '90s, most defined portfolios were tax-free debt trusts. By the mid-'90s, however, sales of equity trusts surpassed tax-free debt sales, largely because of the popularity of Dow 5 and Dow 10 trusts, which invest in the highest dividend-yielding stocks of the Dow Jones Industrial Average. Today, defined portfolios invest in core blue chip companies; market sectors such as pharmaceuticals, energy and technology; and a wide array of taxable and tax-free instruments.

How Do You Benefit?

You Leverage Your Time

Few FCs can afford the time to research and monitor stocks and bonds, keep track of what they recommend, answer to clients when negative stock stories hit the press, and keep recreating new stock stories to hold investor interest. Defined portfolios simplify your business and relieve you of these detailed, time-consuming tasks so you can spend your time where you need to – helping your clients define and meet their investment goals.

You Simplify Your Business

Your clients will start thinking in concepts – baskets of securities with clear objectives they can understand, such as dividend growth, aggressive sector growth, conservative blue chip growth or straight income to

You Strengthen Your Client Relationships

Long-term defined portfolio trusts (three to five years) give you many opportunities to keep your clients updated on the securities within a portfolio and maintain the client contact you need. Shorter-term (one year) trusts give you even more opportunities to stay in touch.

You Keep Your Competition in Check

Defined portfolios help you entrench yourself with your clients and keep them focused, enthused and less inclined to give their attention to your competition.

You Annuitize Your Business

When a defined portfolio trust terminates, another trust is usually available to roll your clients' funds into, helping you build a stream of repeat business. You'll be sent