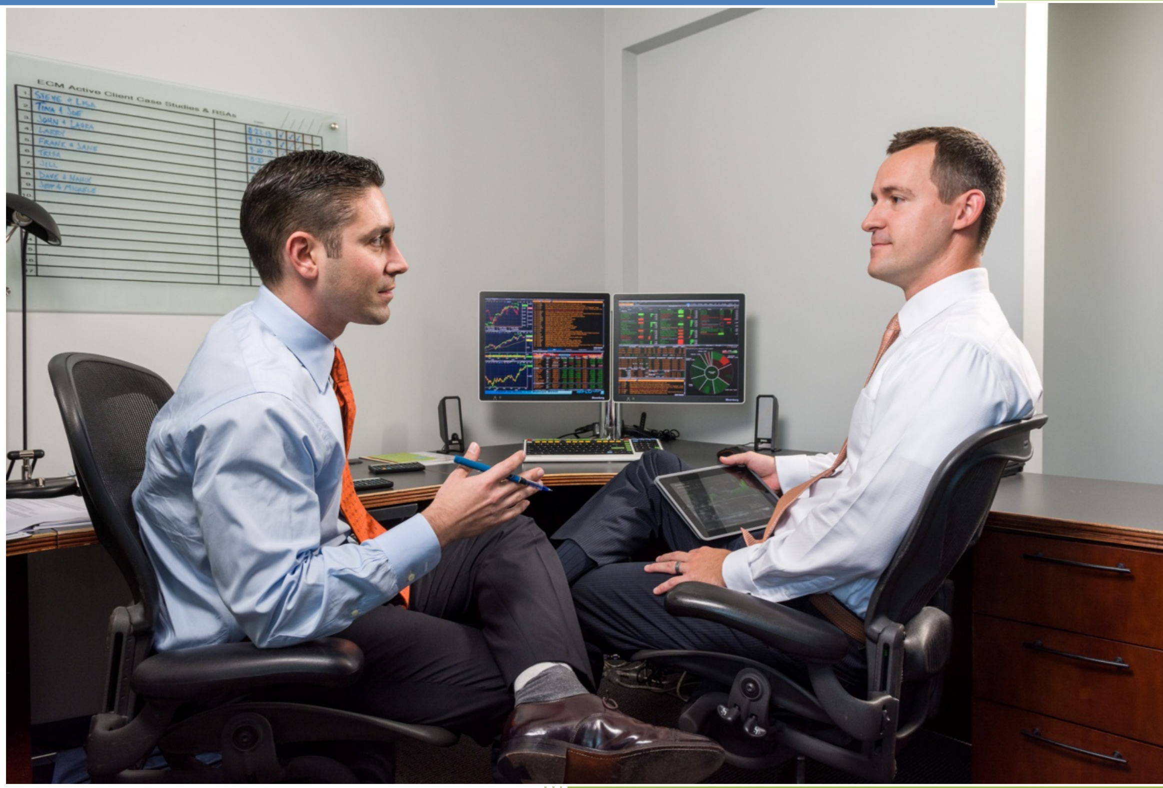
EXCHANGE
CAPITAL MANAGEMENT INC

# 2015

# Career Track Guide



**Exchange Capital Management, Inc.**

**Ann Arbor, Michigan**

# Job Family Classifications

Summer Intern(s)
Client Service Administrator
Sales and Marketing Assistant
Portfolio Administrator
Internal Accountant
IT Manager
Senior Portfolio Administrator

Paraplanner
Financial Planning Specialist
Financial Planning Director
Research Analyst
Trader
Portfolio Manager
Sr. Portfolio Manager
Chief Investment Officer

Investment Advisor
Senior Lead Investment Advisor

Chief Compliance Officer
Business Development Officer
CEO

## Key

*Operations Support*
*Technical Specialist*
*Client Relationship Team*
*Dedicated Management*

## Summer Intern

*Classification: Operations Support Team*
*Level: ■ Staff*

The summer internship program at Exchange Capital Management is a 12 week paid hands-on learning experience that provides university students with an opportunity to complete up to 4 rotational project assignments in each of the three job classification areas. These include 1.) Operations Support, 2.) Technical Specialties, and 3.) Client Relations. While summer interns generally are pursuing undergraduate degrees in Business Administration, a number of summer interns have enjoyed success while pursuing degrees in economics, computer science, mathematics, and engineering. Following graduation, student interns that have successfully completed Exchange Capital's summer program have gone on to full time jobs with employers that include Alix Partners, ABC News, Apple Computer, Exchange Capital Management, Goldman Sachs, Google, Insight Commercial, Morgan Stanley, The Motley Fool, Skadden Arps, and Vanguard.

**Educational Background:** Completed Academic Junior Year
**Minimum Industry Experience:** NA
**Typical Industry Credentials:** NA

## Sales and Marketing Assistant

*Classification: Operations Support Team*
*Level: ■ Staff*

Supports the business development efforts of client facing professional. Develops marketing materials, directs advertising initiatives including social media campaigns, updates website content, and assists in the production of all collateral materials.

**Educational Background:** Minimum 2 Yr Associate Degree, 4 Yr Undergraduate Degree Preferred
**Minimum Industry Experience:** Entry Level
**Typical Industry Credentials:** NA

## Client Service Administrator

*Classification: Operations Support Team*
*Level: ■ Staff*

Responsible for preparing client reports and maintaining contact with clients to provide or obtain updated information, schedule meetings with preferred staff, and troubleshoot problems.

**Educational Background:** Minimum 2 Yr Associate Degree, 4 Yr Undergraduate Degree Preferred
**Minimum Industry Experience:** Entry Level
**Typical Industry Credentials:** NA

# Portfolio Administrator

*Classification: Operations Support Team*
*Level: ■ Staff*

Responsible for the set-up and maintenance of client accounts; compilation and completion of client, custodian, and firm paperwork; review and maintenance of client transactions and activity; and execution of client and firm tasks such as asset transfers, preparation of reports, and general support of portfolio and investment strategies.

**Educational Background:** Minimum 2 Yr Associate Degree, 4 Yr Undergraduate Degree Preferred
**Minimum Industry Experience:** 1 – 3 Years
**Typical Industry Credentials:** NA

# Internal Accountant

*Classification: Operations Support Team*
*Level: ■ Staff*

Responsible for internal accounting, billing, and generating firm financial statements.

**Educational Background:** Minimum 2 Yr Associate Degree, 4 Yr Undergraduate Degree Preferred
**Minimum Industry Experience:** 1 -3 Years
**Typical Industry Credentials:** Bookkeeping experience or academic coursework in accounting

# IT Manager

*Classification: Operations Support Team*
*Level: ■ Staff*

Responsible for setup, administration, and maintenance of all IT hardware & applications to ensure integrity and security of client data and required books and records.

**Educational Background:** Minimum 2 Yr Associate Degree, 4 Yr Undergraduate Degree Preferred
**Minimum Industry Experience:** 1 -3 Years
**Typical Industry Credentials:** MCP, MSCE

# Sr. Portfolio Administrator

*Classification: Operations Support Team*
*Level: ■ Staff*

Has relatively more experience than a portfolio administrator (2+ years) and often has some supervisory responsibility. Performs many of the same functions as a portfolio administrator but focuses on process development and improvement rather than execution. May focus on more significant/important clients of the firm.

**Educational Background:** Minimum 2 Yr Associate Degree, 4 Yr Undergraduate Degree Preferred
**Minimum Industry Experience:** 4 – 7 Years
**Typical Industry Credentials:** Series 7, Series 63

JOB FAMILY CLASSIFICATION | TECHNICAL SPECIALIST (FINANCIAL PLANNING)

## Paraplanner

*Classification: Technical Specialist*
*Level:* ■ *Staff*

Responsible for initiating comprehensive planning and investment reviews. Collects, maintains, and documents client files including compilation of household net worth statements, income and expenditure statements, cash flow forecasts, and risk management profiles. Acts as the administrative point of contact between the firm's financial planning activities and investment management operations.

**Educational Background:** Minimum 2 Yr Associate Degree, 4 Yr Undergraduate Degree Preferred
**Minimum Industry Experience:** 1 -3 Years
**Typical Industry Credentials:** Registered Paraplanner®

## Financial Planning Specialist

*Classification: Technical Specialist*
*Level:* ■ *Staff*
■ *Vice President*

Provides advanced technical and analytical support to the Financial Planning Director. Responsibilities include case design, scenario testing, plan development, and preparation of draft recommendations. Serves as principal liaison with client's independent legal and tax advisors. Participates in client meetings but not in an unsupervised client facing capacity.

**Educational Background:** 4 Yr Undergraduate Degree
**Minimum Industry Experience:** 1 -3 Years
**Typical Industry Credentials:** Series 7, Series 63, CFP® Candidate

## Financial Planning Director

*Classification: Technical Specialist*
*Level:* ■ *Vice President*
■ *Senior Vice President*
■ *Managing Director (Partner)*

Responsible for final review of all client financial plans and serves as the in-house expert on financial planning matters. Works with Lead Advisor to ensure plan design, implementation, and review elements are communicated clearly and effectively. Financial Planning Directors are expected to regularly develop substantial new account relationships.

**Educational Background:** 4 Yr Undergraduate Degree
**Minimum Industry Experience:** 4 -7 Years
**Typical Industry Credentials:** CFP®

## Research Analyst

*Classification: Operations Support Team*
*Level: ■ Staff*

Performs primary research and analysis and/or manages investment options. Provides information and makes recommendations to professional staff on asset allocation, investment selection, suitability guidelines, and reporting decisions.

**Educational Background:** 4 Yr Undergraduate Degree
**Minimum Industry Experience:** Entry Level
**Typical Industry Credentials:** NA

## Trader (Equity or Fixed Income)

*Classification: Operations Support Team*
*Level: ■ Staff*

Responsible for executing block and individual trades as directed by the Portfolio Manager, Lead Advisor, or Chief Investment Officer. Manages pre-trade allocations, order entry & routing instructions, post-trade reconciliation, and the interface between the trade order management system and the portfolio performance measurement system.

**Educational Background:** Minimum 2 Yr Associate Degree, 4 Yr Undergraduate Degree Preferred
**Minimum Industry Experience:** 1 -3 Years
**Typical Industry Credentials:** Series 7, Series 63, CFA® Level I

## Portfolio Manager

*Classification: Technical Specialist*
*Level: ■ Staff*
Responsible for actively managing client portfolios using individual securities or a combination of securities and third-party managers. May participate in or develop investment strategy as part of the investment committee.

**Educational Background:** 4 Yr Undergraduate Degree
**Minimum Industry Experience:** 1 -3 Years
**Typical Industry Credentials:** Series 7, Series 63, CFP®, CFA® Level II

## Sr. Portfolio Manager

*Classification: Technical Specialist*
*Level:* ■ *Staff*
■ *Vice President*

Has relatively more experience than an investment/portfolio manager (4+ years) and is capable of exercising supervisory responsibility in a team setting. Responsible for actively managing client portfolios using individual securities or a combination of securities and third-party managers. Works to develop cohesive investment strategy, and communicates investment strategy to clients and prospective clients using a variety of media.

**Educational Background:** 4 Yr Undergraduate Degree, Masters Degree Preferred
**Minimum Industry Experience:** 4 - 7 Years
**Typical Industry Credentials:** Series 7, Series 63, CFA®, CFP®

## Chief Investment Officer

*Classification: Technical Specialist*
*Level:* ■ *Senior Vice President*
■ *Managing Director (Partner)*

Plans and directs all aspects of an organization's investment programs. Oversees the research, evaluation, and selection of investment vehicles and makes decisions to align the investment selections with the organization's goals. Publishes and disseminates original, timely, and thought provoking investment research using a variety of media outlets. Whether by reputation, published articles, or public speaking engagements, the CIO is expected to generate leads and inquiries that regularly result in the development of substantial new client engagements.

**Educational Background:** 4 Yr Undergraduate Degree, Masters Degree Preferred
**Minimum Industry Experience:** 8 -15 Years
**Typical Industry Credentials:** CFA®, CPA, CFP®, MBA

## Investment Advisor

*Classification: Client Relationship Team*
*Level:* ■ *Staff*
■ *Vice President*

Investment Advisors have responsibility for managing existing client relationships, either working with a more experienced Lead Advisor or on their own. The position may be responsible for formulating and implementing advice but may also rely on technical specialists to develop recommendations within an individual specialist's area of expertise. Typically Investment Advisors are NOT expected to develop new client relationships as part of their core responsibilities. They typically have primary service responsibility for 65 clients and secondary service responsibility for up to 120 clients.

**Educational Background:** 4 Yr Undergraduate Degree, Masters Degree Preferred
**Minimum Industry Experience:** 4 - 7 Years
**Typical Industry Credentials:** CFA®, CFP®, MBA

## Senior Lead Investment Advisor

*Classification: Client Relationship Team*
*Level:* ■ *Senior Vice President*
■ *Managing Director (Partner)*

Senior Lead Investment Advisors serve as the *primary* managers of the client relationship team and are the most experienced advisors in the firm. The position has responsibility for managing existing client relationships and formulating and implementing advice. Senior Lead Advisors typically are expected to have primary responsibility for 80 clients and secondary service responsibility for another 30 clients. Senior Lead Investment Advisors may rely on technical specialists to develop recommendations within an individual specialist's area of expertise. Importantly, Senior Lead Investment Advisors are expected to regularly develop substantial new client relationships and often work with, train, and supervise other staff in client service delivery. At Exchange Capital Management, Inc., Senior Lead Investment Advisors may also have secondary global management duties.

**Educational Background:** 4 Yr Undergraduate Degree, Masters Degree Preferred
**Minimum Industry Experience:** 8 -15 Years
**Typical Industry Credentials:** CFA®, CFP®, MBA

## JOB FAMILY CLASSIFICATION | DEDICATED MANAGEMENT

# Chief Compliance Officer

*Classification: Dedicated Management*
*Level:* ■ *Vice President*

Responsible for developing and monitoring the firm's compliance program, ensuring that all activities meet the requirements of state and federal legal and regulatory agencies. Acts as a liaison with regulatory agencies on compliance-related issues in response to complaints.

**Educational Background:** 4 Yr Undergraduate Degree, Masters Degree Preferred
**Minimum Industry Experience:** 8 -15 Years
**Typical Industry Credentials:** CFA®, CFP®, MBA, JD, CPA

# Business Development Officer

*Classification: Dedicated Management*
*Level:* ■ *Vice President*
■ *Senior Vice President*

Primarily responsible for developing new business relationships, with relatively little responsibility (less than 10% of their time) for managing relationships, providing advice or servicing clients.

**Educational Background:** 4 Yr Undergraduate Degree, Masters Degree Preferred
**Minimum Industry Experience:** 4 - 7 Years
**Typical Industry Credentials:** CFA®, CFP®, MBA

# CEO

*Classification: Dedicated Management*
*Level:* ■ *Managing Director (Partner)*

Provides strategic leadership, planning, and broad executive management to achieve the firm's strategic objectives. Oversees implementation/execution of methods to achieve strategic objectives. Although not entirely removed from client facing responsibilities or new business development, CEO's typically spends less than 50% of their time delivering advice and/or generating business..

**Educational Background:** 4 Yr Undergraduate Degree, Masters Degree Preferred
**Minimum Industry Experience:** 8 -15 Years
**Typical Industry Credentials:** CFA®, CFP®, MBA

# About Exchange Capital Management, Inc.

Exchange Capital Management is a fee-only Registered Investment Adviser providing independent financial planning and professional portfolio management. As fee-only advisers, we are not compensated by commissions but instead are compensated solely by a management fee tied to the fair market value of investments under our supervision. This helps us remain free from conflicts of interest and to act solely the client's best interest.

ECM serves private clients and families with assets in personal savings, trust, IRA's and retirement plans. We also work with businesses and their corporate pensions and profit sharing plans, as well as with foundations, endowments and financial institutions. While individuals typically have $1 million or more in investable assets, we may be the right firm for you if you have $500,000 or more available to invest. An initial conversation will help us both determine if there is a good fit.

More detailed information regarding Exchange Capital Management's business practices and key personnel can be found in our Form ADV Part II Uniform Application for Investment Registration. A link to this document is available on the company website.

## Specialties

Financial Planning, Investment Management, Retirement Income

*Headquarters*
303 Detroit Street
Suite 203
Ann Arbor, MI 48104

*Website*
http://www.exchangecapital.com

*Industry*
Investment Management

*Type*
Privately Held

*Company Size*
5-15 employees

*Founded*
1989