

CustomChoice

Personalized investment portfolios built on the principles of diversification.

Are these portfolios right for you?

The CustomChoice program is designed for investors who:

- Want a diversified investment program that includes a customized approach to asset allocation
- Like access to a large universe of mutual funds including many that are only available to institutional investors
- Value the investment knowledge and objective advice of a financial professional when choosing mutual funds

CustomChoice is a mutual fund advisory program that allows investors to construct a portfolio of mutual funds, including institutional share class, no-load and load-waived mutual funds, which makes it easy for them to achieve broad diversification. In addition to performance monitoring and automatic allocation rebalancing, the program offers objective advice and assistance in constructing a customized investment plan and strategy.

A diversified portfolio tailored to your needs:

With CustomChoice, you receive a highly personalized investment plan tailored to your needs. You work closely with your financial professional, following a four-step consulting process to create your plan, establish an investment strategy and construct your portfolio. The process is centered on you — your life goals as they relate to your investment plan and the amount of risk you are willing to tolerate to reach your goals.

Access to a broad offering of mutual funds

Through CustomChoice, you have access to more than 4,000 mutual funds. This universe of mutual funds includes no-load, load-waived and institutional share class mutual funds, many of which may be unavailable for the individual investor.

For example, load-waived funds are load funds that have the normal sales charges waived. This benefits investors because they keep more of their investment's returns without losing a portion to sales charges. Mutual fund companies may limit the number of load-waived funds that they make available to certain investors. As for institutional funds, individual shareholders generally do not meet the investment minimums required to own them.

Also, investors who choose to invest in the CustomChoice program have access to a universe of funds that includes a select list that have been screened and recommended by Wells Fargo Advisors' Manager Strategy Group. The Manager Strategy Group uses an objective approach in its investment analysis process which employs both quantitative and qualitative factors. The process not only seeks to uncover favorable and consistent funds, but also aims to show which funds complement one another within the framework of asset allocation.

The CustomChoice consulting process



Step 1: Identify investment goals and objectives

Your financial professional will first help you identify your life goals as they relate to your investment plan and the level of investment risk you are willing to assume to reach those goals. Based on this information, your financial professional will establish a customized investment plan that helps balance your goals with your tolerance for risk while factoring in your investment timeframe.

Step 2: Establish an investment strategy

Once you have an overall plan, you and your financial professional will establish an investment strategy based on asset allocation. Asset allocation – the principle of diversifying your investments across stocks, bonds, cash and their subclasses – is intended to help you stay the course throughout varying market cycles.

Step 3: Select funds for portfolio

You and your financial professional will construct a portfolio of funds based on your investment strategy and asset allocation. You can choose from a broad universe of mutual funds, including institutional share class, no-load and load-waived mutual funds. With such an expansive offering of funds, you may be able to consolidate many of your existing mutual fund holdings into your CustomChoice portfolio.

Step 4: Monitor and rebalance portfolio

You and your financial professional can monitor your portfolio's performance by analyzing the quarterly reviews you receive. The reports allow you to determine if your portfolio is still appropriately positioned to help you reach your life goals. Although you can change the asset allocation within your portfolio at any time, the CustomChoice program includes automatic rebalancing to maintain the portfolio's initial target allocation and diversification strategy.

Benefits of a managed portfolio

With CustomChoice, you will periodically receive comprehensive, yet easy-to-read, progress reviews. These reviews will help you and your financial professional keep up with market developments, measure the performance of your portfolio, evaluate your asset allocation and monitor your progress toward your financial and life goals. In addition to these formal reports, your financial professional stands ready to evaluate any market changes or life-changing events to ensure that your portfolio continues to meet your unique needs over time. At any time, you and your financial professional can change the asset allocation to ensure that your portfolio stays on track.

Although you can actively manage your account in the ways outlined above, CustomChoice offers an automatic rebalancing function that is based on the initial targeted asset allocations that you set with your financial professional during the consulting process. If your needs or goals change, simply work with your financial professional to reset these targets, so that your portfolio is always working for you.

With CustomChoice, there are no sales charges, transaction fees or commissions. A single quarterly fee covers all advisory services and costs of the program.

CustomChoice summary

- Access to over 4,000 mutual funds, including no-load, load-waived and institutional share class mutual funds, which are not usually available to the individual investor
- Customized portfolio based on your long term goals and asset allocation needs
- Quarterly performance reports to track progress
- Automatic rebalancing of mutual funds to maintain strategic allocation

The mutual funds in the CustomChoice program are available by prospectus only. Please consider the investment objectives, risk, charges and expenses carefully before investing. The prospectuses, which contain this and other information, can be obtained by calling your financial professional. Read it carefully before you invest.

The fees for the CustomChoice® program include advisory services, performance measurement, transaction costs, custody services and trading. The fees do not cover the fees and expenses of the underlying funds and customary brokerage charges may apply to non-program assets. The standard fee schedule, which is negotiable, is based on account size and an assumed active equity portfolio. There is a minimum quarterly client fee requirement of \$75 to maintain this type of account. Please carefully review the Wells Fargo Advisors advisory disclosure document for a full description of our services, including fees and expenses. Advisory accounts are not designed for excessively traded or inactive accounts and may not be suitable for all investors. The minimum account size for this program is \$25,000.

Investment and Insurance Products: ► NOT FDIC Insured ► NO Bank Guarantee ► MAY Lose Value

Wells Fargo Advisors is the trade name used by two separate registered broker-dealers: Wells Fargo Advisors, LLC and Wells Fargo Advisors Financial Network, LLC, Members SIPC, non-bank affiliates of Wells Fargo & Company. Accounts carried by First Clearing, LLC, Member NYSE/SIPC.
©2010 First Clearing, LLC. All rights reserved.