

Hilliard Lyons may be new to you,  
but we're not new to the  
world of wealth management.



*Since its inception in 1854, Hilliard Lyons has been deeply committed to protecting our clients' wealth. First and foremost, we place great emphasis on maintaining the highest standards of integrity and discretion. This cornerstone practice has contributed significantly to our financial strength and stability.*

Founded in Louisville, Kentucky in 1854, Hilliard Lyons predates television, radio, airplanes and automobiles. All things we consider necessities today. The true necessity in today's world, however, is a Financial Consultant with the ability to understand the long-range implications of financial decisions made today and how they may affect your financial future.

### **Powerful Insight to Help Grow, Protect and Transfer Your Wealth**

The process of building, preserving and passing along your wealth to the next generation requires a deep understanding of complex trends in business, technology, governmental policy and the economy.

Knowing how these trends can impact your investments and your life goals requires a certain insight born from experience. At Hilliard Lyons, we have been providing that kind of singular insight for our clients from generation to generation since 1854.

Your Hilliard Lyons Financial Consultant will work with you to create your financial plan, providing you with a roadmap of investment solutions targeting your objectives.

Choosing from a broad range of solutions, your Financial Consultant will recommend investment options mapped to your financial plan and matched to your investment profile.

With such an individualized approach, it is no wonder Hilliard Lyons consistently enjoys top ratings in client satisfaction.\*

If this sounds like the kind of relationship you desire in a financial partner, we invite you to schedule an appointment with one of our Financial Consultants. To discover more about Hilliard Lyons, please visit us at [www.hilliard.com](http://www.hilliard.com) or call 1-800-444-1854 to talk to an experienced Financial Consultant today.

*\*Hilliard Lyons 2011 Client Satisfaction Survey: 97.5% of respondents stated they were likely to continue investing with Hilliard Lyons, and 96% stated that they would recommend Hilliard Lyons to others.*

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*Investment Insight  
for Every Generation  
Since 1854<sup>SM</sup>*

