WELCOME TO ROVIN CAPITAL

Partnering In Your Peace Of Mind

CONTACT US

COMPANY

MISSION

Enrich Lives – we should seek to bring value to relationships by assisting others along their path of achievement.

Empower People – the proper foundation, inspiration, education and tools act as a catalyst for achievement.

Enhance the World – we each use our unique gifts and talents to make the world a better place.

CORE VALUES

At Rovin Capital we believe that healthy, long-term, successful relationships are built on trust. We also believe that trust is fostered in a relationship through empathetic listening, making and keeping commitments, exceeding expectations and having a genuine concern for the well-being of those we serve. As stewards in our own families, we understand the trust our clients place in us as we help them build a legacy for future generations. Following are the four pillars that support the strength of our company and our relationship with you.

VISION

To build a world-class financial organization by focusing on one relationship at a time.

PHILOSOPHY

For the past 40 years Rovin Capital has cultivated its growth with the core philosophy that success ensues those who seek to bring value to others. This philosophy is magnified in our work as we strive to provide service beyond the expectations of our clients, employees and strategic partners. Life is fleeting and reminds us ultimately that our relationships with family and friends are what matter most. For this reason, our greatest desire is that each client is made to feel a part of our family at Rovin Capital.

Communication – listen, listen and listen

Accountability – deliver on the commitments we make to you

Transparency – ensure that you are intimately involved in all decisions that impact your goals and objectives

Education – aid in your understanding of how economic and market environments affect your objectives and lifestyle expectations.

1977

Michael A. Staffieri becomes an insurance agent with Beneficial Life

1978

Michael A. Staffieri establishes Financial Advisory Corporation (FAC), a fee based Financial Planning Firm

1979

FAC introduces Qualified Plans for small business clients

1981

FAC becomes a Registered Investment Advisor (RIA)

[illegible]

FAC introduces and manages mutual fund portfolios for clients

[illegible]

FAC partners with Smith Barney to offer customized equity portfolios for clients

2002

FAC becomes an SEC registered RIA

2008

FAC hires Markell A. Staffieri as Director of Client Services

2010

Markell A. Staffieri becomes Vice President of FAC

2011

FAC hires Matthew D.S. Staffieri as Director of Business

Operations/Consulting

2015

FAC completes succession plan and promotes Michael A. Staffieri to Chairman, Markell A. Staffieri to Co-CEO/President and Matthew D.S. Staffieri to Co-CEO/CIO

2014

FAC hires Diane Collins as Director of Client Services

FAC launches its own in-house portfolio management strategies

FAC Acquires JAT Enterprises a Phoenix based RIA

2017

FAC hires K. Eric Pierce from Goldman Sachs as Senior VP of Wealth Management.

FAC acquires Peak Financial Wealth Management, a Utah based Financial Advisory practice.

2018

FAC changes name to become Rovin Capital

Rovin Capital hires Aaron Lannon as 401k Program Director and Sheridan Pulsipher as Executive Assistant-Client Services

To navigate the waters to financial freedom takes expertise, creativity, and a vision that everyone sees when they look in your eyes.

- Markell A. Staffieri

FINANCIAL PLANNING

You may have already addressed several pieces of your financial plan. However, chances are each of these were developed independently and at different stages of life. Effective financial planning is coordinated, so that each piece not only serves its purpose, but also enhances the other facets of the plan. We work with you to ensure that each of the topics below are addressed and integrated into your plan. Click an icon to learn more.

Retirement

Debt and Cash Flow

Estate Planning

Business Organization

Social Security

Tax Strategies

Asset Protection

Business Succession

401k/IRA Rollovers

Education Funding

Foundation & Endowment

Compensation and Benefits

Executive Benefits

Banking and Credit Management

Charitable Giving

Corporate Retirement Plans

Working toward perfection is not a one time decision but a process to be pursued throughout one's lifetime.

- Henry Ford

INVESTMENT MANAGEMENT

Investment Philosophy

Investment Strategies

The overarching investment philosophy that drives portfolio management decisions at FAC comes down to three basic principles:

1) Slow and steady wins the race – one of our long-standing investment mantras is "the market is a wonderful tool to enhance wealth, but should not be the preferred tool to create wealth." Having a seasoned partner by your side that can take a more objective view can be very helpful – especially in maintaining a long-term perspective. Einstein said that compounding interest was the eighth wonder of the world, but just as it took years to build the great pyramids of Egypt, the same holds true with most successful investment strategies.

2) Keep the approach simple – while today's markets are far more complex than they used to be, this does not mean that the solutions offered to clients need to mirror this increased complexity. Our desire is that each client understands how their money is invested. If a client believes in the process then they will feel confident that their objectives and goals will be achieved. As the great da Vinci said, "Simplicity is the ultimate form of sophistication."

3) Diversification, allocation, and costs trump all – time and time again, empirical data has shown that the greatest factors impacting portfolio performance are (i) prudent diversification, (ii) proper asset allocation, and (iii) controlling costs. These three factors are at the forefront any time we build a new relationship and accompanying investment portfolio.

Dynamic Fixed Income Strategy

Dynamic Allocation Strategy

Dynamic Income & Growth Strategy

Dynamic Equities Strategy

Private Client Services

Do that which others will not, and you will find success.

- K. Eric Pierce

TEAM

With over 70 years of combined experience in the financial industry, our team is here to help you build your bridge to financial freedom.

Michael A. Staffieri

Founder / Chairman

Markell A. Staffieri

CEO / President

Matthew D. Staffieri

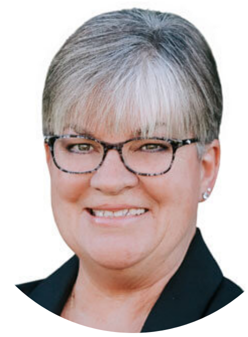
Portfolio Manager

K. Eric Pierce

Senior Vice President, Wealth Management

Aaron Lannon

401k Program Director



Diane E. Collins

COO

Sheridan Pulsipher

Executive Assistant

Coming together is a beginning; keeping together is progress; working together is success.

- Spencer W. Kimball

CONTACT

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ROVIN CAPITAL

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Financial Advisory Corporation is a Registered Investment Advisor, registered with the Securities and Exchange Commission.