



Sortino Advisory Partners, an independent registered investment adviser based in Louisville Kentucky, was founded in 2014 to serve investors and the fiduciaries who serve them with academic integrity, transparency and undivided loyalty.

The firm has grown since its founding to serve over 130 families ranging in age from 1 to 101 and more than 7,000 retirement plan participants, and has developed extensive resources in protecting clients against elder financial exploitation.

Sortino Advisory Partners, LLC manages over \$155 million in Family Wealth regulatory assets under management and over \$124 million in Fiduciary Consulting assets under advisement as of its December 31, 2018 ADV filing. Our investment professionals have an average of 16 years of experience and hold the investment industry's highest credentials.

As an independent registered investment adviser, we embrace a fiduciary standard of care for clients, rapidly adopt academic and technological advancements, and fully evaluate and disclose the fees and expenses clients pay for their investments. Our advice is purely focused on the welfare of our clients and, unlike Wall Street firms affiliated with banks and product manufacturing departments, our compensation is transparent and earned solely from the clients we serve.

Our firm and our process for managing investments were influenced by many great thinkers in the field of finance. The most influential, Dr. Frank Sortino, is one of the fathers of modern finance and the architect of Post-Modern Portfolio Theory. His work synthesized and advanced the ground-breaking work of other academic luminaries, including several recipients of the Nobel Prize in economics. Dr. Sortino's investor-focused values are in close alignment with our own, and his philosophy of defining the primary risk for investors as the risk of not achieving the returns needed to fund their financial goals distinguishes both his work and ours.

We share a belief in the universal right to retire with financial dignity. We believe clients deserve to work with financial professionals who are required to do what is BEST for their clients, rather than what is merely suitable. We believe unconflicted advice and an academic approach are essential elements investors must demand from their advisors. We believe in providing transparency and prudence with respect to fees and expenses. And we believe financial outcomes are meaningfully improved for investors served by investment advisors who follow these principles.

To our clients, we thank you for your loyalty, your trust and your partnership.

To our visitors, we ask you to join us as we embrace the fiduciary principles you deserve and align your financial resources with the goals and values that define who you are.

Sincerely,

• Stephen A. Heitz, CRPS®, AIF®  
Director, Family Wealth & Retirement Plan Consulting

• Daniel J. Hutcherson, CIMA®, CAIA, AIFA®

Director, Family Wealth & Fiduciary Consulting



Kevin N. Maynard, CFA  
Director, Fiduciary & Retirement Plan Consulting

[\[CONTACT US\]](#)

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[Map and Directions](#)

## Our Team



**Amanda D. Abbott**

**Vice President | Client Service**

[amanda@SortinoAdvisory.com](mailto:amanda@SortinoAdvisory.com)

Amanda is responsible for the firm's client service, operations and account administration. She has over ten years of experience in wealth management including five years working as a controller for one of the region's largest private family offices. Amanda holds a Bachelor of Science in Business Administration from Sullivan University, is certified as a Six Sigma Lean Professional and completed the Certified Financial Planner Certificate curriculum at Bellarmine University.



## **Stephen A. Heitz, CRPS<sup>®</sup>, AIF<sup>®</sup>**

### **Director, Retirement Plan Consulting & Family Wealth**

Direct: 502.371.9852

[stephen@SortinoAdvisory.com](mailto:stephen@SortinoAdvisory.com)

Stephen is the lead relationship manager for a select group of families, medical professionals and entrepreneurs.

He entered the financial services industry in 2003 and gained experience in private real estate investments at a boutique bank, and as an advisor specializing in family wealth and retirement plan consulting at Morgan Stanley.

Stephen holds a B.A. in Economics from Bellarmine University.



## **Daniel J. Hutcherson, CIMA<sup>®</sup>, CAIA, AIFA<sup>®</sup>**

### **Director, Family Wealth & Fiduciary Consulting**

Direct: 502.371.9853

[danny@SortinoAdvisory.com](mailto:danny@SortinoAdvisory.com)

Danny serves the needs of a select group of families and fiduciaries and is the firm's Chief Compliance Officer.

He entered the financial services industry in 1996, was a member of the President's Council at UBS Financial Services, a member of the Chairman's Council at Merrill Lynch, and a Wealth Advisor and Branch Manager at Morgan Stanley.

Danny served in the United States Marine Corps, holds a B.S. in Business Administration (Finance) from the University of Louisville, a M.A. in Gerontology from the University of Southern California and is engaged in doctoral studies in risks and protective factors for Elder Financial Exploitation.



## **Kevin N. Maynard, CFA**

### **Director, Fiduciary & Retirement Plan Consulting**

Direct: 502.371.9854  
[kevin@SortinoAdvisory.com](mailto:kevin@SortinoAdvisory.com)

Kevin consults with senior executives and entrepreneurs on critical business cycle and capital market events.

He entered the financial services industry in 1998 and gained experience in fixed income analytics and derivative securities at a large international insurance company, as an equity research analyst at an asset manager and hedge fund, and as an advisor specializing in retirement plan consulting at Morgan Stanley.

Kevin served with the U.S. Army's 20th Special Forces Group in military intelligence and holds a B.A. in Accounting from Pensacola Christian College.

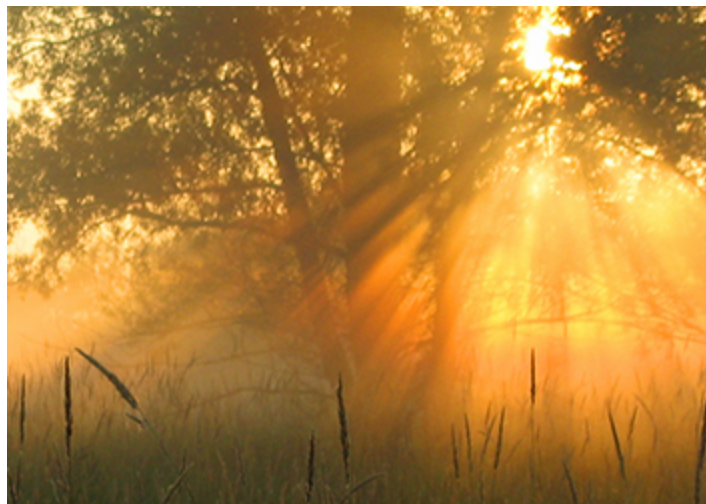


## About Our Custodian

We selected Raymond James for custody and clearing of client assets because of their strength, stability and reputation as one of the most highly regarded investment firms in the industry. The firm was founded in 1962 with a commitment to put people, planning and principles first, a culture which continues to guide the company today. Publicly traded since 1983, Raymond James Financial (RJF) currently manages over \$479 billion in client assets.

[Introducing Raymond James](#)

## Who We Serve



We prepare families, fiduciaries and retirement plans for critical financial events. Unexpected market movements. Retirement plan audits. Disabling health events. SEC examinations. Our benchmark for success is each client's preparedness for unexpected financial events and ability to achieve their goals.

- **Family Wealth**

Our approach to working with individuals and families is centered around a consultative planning process designed to align your personal balance sheet – assets, liabilities and human capital – with the goals and values that define your life.

- **Retirement Plan Consulting**

We consult with plan sponsors to improve financial outcomes for your participants in retirement and reduce the time, risk and expense of successfully managing your retirement plan.

- **Fiduciary Consulting**

In collaboration with CEFEX, our fiduciary assessment process evaluates the extent to which your investment management or investment advisory firm adheres to global fiduciary standards and identifies key areas for improvement. Annual CEFEX certification provides a competitive advantage and valuable support for your risk-management practices.

## Contact Us



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SAP is an SEC registered investment adviser that maintains a principal place of business in the State of Kentucky. The Firm may only transact business in those states in which it is notice filed or qualifies for a corresponding exemption from such requirements. For information about SAP’s registration status and business operations, please consult the Firm’s Form ADV disclosure documents, the most recent versions of which are available on the SEC’s Investment Adviser Public Disclosure website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).