



Founded in 1969, Bailard is a ***majority employee-owned*** institutional asset management and wealth advisory firm.



We are defined by our culture—transparent, caring, thoughtful, and accessible, grounded in accountability and independence—that extends to our approach to advising our clients and managing their assets.

Many companies manage money. Few have inspired the same degree of loyalty and dedication that Bailard embodies. Our hallmark is doing what is best for our clients.

With a rich history of 50 years, Bailard has developed expertise in serving institutional investors, from pension funds and endowments to foundations and family offices, and wealth management clients, from entrepreneurs and corporate executives to individuals planning for, or enjoying, retirement. [More about Bailard...](#)

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BY THE NUMBERS

AS OF 12/31/18

\$3.4B AUM

Large enough to be established with experience and strategies throughout market cycles, but small enough to be responsive and accessible

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INSTITUTIONAL

WEALTH MANAGEMENT

All investments have the risk of loss. There is no guarantee Bailard will achieve its investment objectives.