TRUE
CAPITAL MANAGEMENT

Our History

Doug Raetz and Heather Goodman formed True Capital in 2006 with the goal of creating an open-architecture wealth management platform specifically designed for professional athletes, entertainers and high net worth individuals. Our firm provides a blend of investment opportunities and family office services, designed to empower our clients to grow their wealth into retirement. Our team has been delivering innovative solutions and advisory services to clients throughout professional sports for over 10 years. Backed by this experience, we are focused on helping our clients protect and grow their legacy.

Philosophy & Approach

Advisory

Our core philosophy is focused on providing a distinctive blend of investment opportunities and family office services for our clients. As an independent RIA, we are able to present opportunities and provide objective advice that is broader than traditional banking and investment firms. Through this open architecture, we have the ability to cultivate and partner with industry leaders without a conflict of interest. As an extension of

this platform, our clients are able to share opportunities with us to analyze and provide feedback. The collaborative relationship we build with our clients ensures we are able to protect and grow their wealth and legacy for years to come.

TRUE
CAPITAL MANAGEMENT

Communicate

Our relationships are built on honest and clear communication. We establish a close working relationship with our clients through frequent meetings and accessibility to our comprehensive team. We concentrate on the quality of our relationships. Our relationships are based on accountability, which means we meet regularly with our clients' to review progress and measure results compared to their objectives. This is a high touch business which requires we continually assess expectations to ensure we are meeting their defined goals.

Educate

Education is the cornerstone of our philosophy. We strive to provide our clients with financial literacy in every aspect of their lives so they are better equipped to manage their financial future. They in turn share their diverse perspective to help guide our efforts and further tailor our offerings. This thoughtful exchange lays the groundwork for a deeper financial understanding for our clients. By mentoring our clients throughout their careers, we empower them to make sound financial decisions throughout their lives.

Invest

At our core we are wealth managers. We focus on building relationships with our clients that last long after they have retired. Our goal is to generate cash flow and maximize overall return through tax advantageous instruments while combining growth opportunities to achieve overall total return. Although traditional investments are an integral piece of a portfolio, we strongly believe alternative investments provide an opportunity for overall greater return and diversification. Our comprehensive investment policy statement is reviewed with each client to outline a road map for their investment plan.

Transparent

Reporting is essential to what we do – it's consistent, current, accurate and above all transparent so that we build trust with our clients and they maintain a sense of security. We are consistently updating and adapting technology to ensure delivery of our reports and access to accounts is timely. We believe access and client awareness of account activity sparks communication and ownership that leads to greater financial success.

TRUE
CAPITAL MANAGEMENT

We believe asset protection goes well beyond our fiduciary duty. As an independent multi-family office, we partner with large financial institutions and global managers to safeguard our clients' accounts. These tenured relationships provide us with unrivaled experience, dedicated teams and extensive resources. Our clients receive the highest level of attention and know that in addition to our efforts our partners have their best interest in mind as well.

Family Office Services

Our team of experienced financial advisors and client relations managers work hand-in-hand to provide high quality services to assist you and your family.

Bookkeeping & Bill Pay

Our bookkeeping services provide you with the transparency necessary to monitor your monthly activity and keep you on track for your long term goals. Our team categorizes all of your income and expenses into annual condensed statements that simplify tax preparation and provide the backbone for our cash management services. Our thorough bill pay process removes the headache and hassle of managing timely invoices and payments while still ensuring you have complete control and approval of your finances. We coordinate the payment of all of your bills so you never miss a due date.

Concierge Services

We understand how busy and complex your life is. That is why we offer a fleet of concierge services designed to take the hassle out of travel planning, relocation, vehicle shipments, entertainment and family matters. Over the years, we have managed extensive and varied requests from our clients and their families. As the saying goes, 'we've seen it all' and we are readily prepared to assist in managing your endeavors while providing you and your family with peace of mind.

Custom Reporting & Personal Financial Statements

Our timely reporting details all aspects of your financial world. We actively analyze fluctuations and discrepancies in order to create the most useful report possible. Our experienced team highlights your activity as it relates to your goals and continually monitors your accounts.

Estate Planning & Administration

At each stage of your life, we work with you to ensure your estate is safeguarded for generations to come. Our team of legal partners help guide you through the process of succession planning. Together we coordinate a plan that is consistent with your financial goals and intentions. Our partners specialize in trust administration, estate planning, multi-generational wealth transfer and oversee the preparation of all estate documents for you including wills, trusts, health directives and 529 plans.

Foundation & Charitable Giving Guidance

We help you to identify the philanthropic values and interests you have and connect those with your giving. We will assist you in creating a plan and recommend the proper avenues for charitable giving. Our focus includes individual giving, donor advised funds, endowments and standalone foundations. We assist in the creation of foundation organization and financial documents in order to ensure a successful future.

Investment Services

Our focus has always been on creating and maintaining an open architecture platform for our clients. For fixed income and equities, we use industry-leading third party managers with a range of investment opportunities and a disciplined investment process. We also manage and operate our own proprietary real estate and venture funds

Lending & Credit Monitoring

Building financial security requires careful management of personal liabilities. Whether you are buying a home, purchas¬ing a car or establishing a line of credit, True Capital is here for your financing needs. In addition, protecting your credit is critical to acquiring appropriate financing. We partnered with programs to monitor and maintain your credit rating in order to maximize your borrowing power.

Private Banking

Our extensive relationship with private banks and financial institutions provides you with a team of experienced professionals who offer integrated banking solutions delivered with the highest level of service. Whether managing credit, deposits or cash, our banks work

TRUE
CAPITAL MANAGEMENT

Real Estate Services

Managing Real Estate is an important part of your overall wealth management. We can assist you with a wide range of services related to your real estate transactions. Our team provides consulting services associated with contract negotiation, financing, due diligence and advisory oversight of the execution of purchases and sales of various types of property.

Risk Management

Planning for the unexpected may be the most difficult aspect of wealth management. We believe that it is critical for you to be prepared for the unknown. We work with asset protection specialists and insurance providers to assist in minimizing your risk and protecting your assets. Our areas of focus include life, health, disability and property and casualty insurance.

Tax Advisory Services & Legal Coordination

Tax planning is essential to the development and execution of your overall financial plan. We offer year round tax planning – not just end of year compliance. We work to create optimal tax savings by teaming up with agents, accountants and outside advisors to understand your complete tax picture. Our services include research and consulting on various tax matters, annual tax preparation and managing tax audits and inquiries on your behalf. Our partnerships with your team and our outside tax specialists ensure your tax liabilities are minimized and deductions are maximized. Additionally, our team of legal advisors are ready to consult on legal issue including corporate, foundation, estate or family planning, marital agreements, etc.

TRUE
CAPITAL MANAGEMENT

Wealth Management

To create a successful investment plan you must establish objectives, create an appropriate strategy, imple-ment solutions and constantly monitor progress. We work with you to build an investment plan that encompasses your goals and the levels of risk you are prepared to take. At True Capital, we have developed asset allocation models comprised of traditional and alternative investments that seek to minimize volatility and maximize returns.

Equities

True Capital offers a variety of equity investment strategies ranging from a Global Multi-Cap

(more...)

Fixed Income

We strongly believe that income producing assets are an important part of your asset

(more...)

Managed Real Estate

True Capital offers you the ability to invest in proprietary managed real estate

(more...)

TRUE
CAPITAL MANAGEMENT

Private Equity & Venture

True Capital has direct access to equity opportunities for early

(more...)

Hedging Strategies

True Capital has relationships with premiere hedge fund managers who specialize in

(more...)

Clientele

Our clients span the globe primarily within the sports and entertainment industries. In addition, we believe our services are well suited for high net worth individuals and their families. Through their remarkable stories and ever-changing lifestyles we build custom financial plans that meet their immediate needs and sustain their income for years to come. We understand the complex challenges they face at various phases of their career and the comprehensive solutions that are required. With a focus on education and commitment to financial transparency, our systematic approach prepares our clients for a prosperous life.

TRUE CAPITAL MANAGEMENT

Team

"Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work."

--*Vince Lombardi*

Executive Management

Doug Raetz
CEO

Heather Goodman
COO & President

Karin Blair
CIO

Katherine Dowling

Michael Germain

General Counsel & Chief Compliance Officer *CFO*

TRUE CAPITAL MANAGEMENT

Kenny Sorosky
Managing Director

Justin Bass
Managing Director

Jake Bond
Managing Director

Travis Henry
Vice President

Chris Schlatter
Vice President

Lori Forthmann
Business Development - Brand Ambassador

Associate Vice Presidents

George Lujan
Associate Vice President

Dani Goor
Associate Vice President

Operations

TRUE CAPITAL MANAGEMENT

Jason Dufloth
Director of Operations

Lisa Barringer
Director of Tax & Legal

Helga Hernandez
Director of Finance and Operations

James Danforth
Director of Alternative Investments

Brian Barragan
Sr. Operations Associate

Ricardo Aguilar
Sr. Operations Associate

Patrick van der Linde
Operations Associate

Patrick Hunt
Sr. Investment Associate

Yamie Moreno
Operations Associate

Hugo Tang

Investment Associate

TRUE
CAPITAL MANAGEMENT

Angela Tripido
Executive Assistant

Anne Sullivan
Company Concierge

Juliann Perkins
Administrative Associate

Client Management

Brittanie Budinger
Vice President of Client Relations

Turel Karaman
Client Relations Manager

Stephanie Anderson
Client Relations Manager

Morgan Cooney
Client Relations Manager

Patrick Drolet
Sr. Client Relations Associate

Kevin Lichtig
Client Relations Associate

TRUE
CAPITAL MANAGEMENT

Antonio Stephenson
Client Relations Associate

Careers

We are continually looking to grow our team with dynamic and talented individuals. However, we do not have any positions open at this time.

For employment inquiries, please contact: careers@truecapitalmgmt.com.

Press

For Press Inquiries, please contact

Kristina Zell 415-538-3615; kristina@truecapitalmgmt.com;