Baird Trust
Comprehensive Trust Services

Securing the legacies of highly successful individuals, families and institutions

Trust Services for Individuals and Families

Mapping out the future you want is only the beginning. Building that future and navigating the complexities that can accompany wealth require thoughtful, comprehensive solutions – as well as experts personally committed to seeing them through.

At Baird Trust, we help individuals and families protect, grow and transfer wealth in a way that reflects their values and vision for the future. We work directly with them and their Baird Financial Advisor, engaging Baird's Estate and Financial Planning expertise along the way, to help establish and implement trusts and settle estates to meet their objectives, whether it be tax efficiency, family privacy or other important goals. We also help create and administer charitable endowments and foundations. Our focus is on the management responsibilities associated with these charitable vehicles, freeing family members to concentrate on the people and things that matter most.

TYPICAL CLIENT PROFILE

- More than $1 million in investable assets
- Anticipating or undergoing a major life event
- Has a need for a fiduciary or corporate trustee
- Charitably inclined

Client Profile

Spouse is concerned about leaving their less-financially-sophisticated spouse with a complicated financial picture. Baird Trust brings comfort to both spouses knowing someone they trust will be there to help them manage all their financial affairs.

Why Create a Trust?

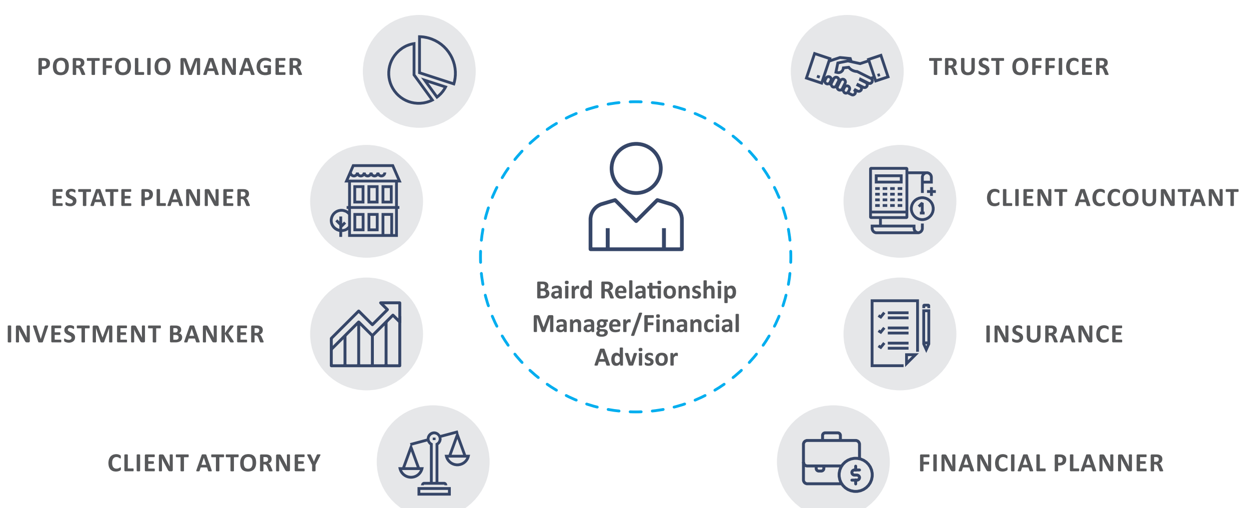
If not managed thoughtfully and proactively, the accumulation of wealth can create a series of unique problems over time, ranging from negative tax consequences to increased family strife to a loss of privacy and security. A trust can mitigate or even eliminate those concerns, empowering you to maximize the personal and financial opportunities for you and your loved ones. Some of the benefits of a trust include:

- Providing a steady income stream for family members with disabilities or health challenges
- Safeguarding the confidentiality of your assets
- Ensuring privacy in the transfer of your property
- Reducing the taxes on your estate
- Eliminating the need and expense of putting your estate through probate
- Providing instructions for your health and financial care should you become incapacitated
- Protecting your assets from creditors

Client Profile

Parents are concerned about leaving wealth to their children in a manner that could disincentivize them from being productive. With the help of Baird Trust services, they can ensure that the terms of their family trust are adhered to as they intended.

Baird Trust professionals are here to facilitate communication between multiple beneficiaries, internal and external advisors, and co-trustees, as well as act as a referral network.



Our Services

For more than 30 years, Baird Trust has provided asset management, trust administration and estate settlement services for a wide array of individual and institutional clients.

Investment Services

Managing your wealth to meet your future needs starts with an investment strategy designed to preserve and grow assets while reflecting your financial goals and time horizon. Leveraging our proprietary Core + Satellite approach and long-term holding philosophy, we can work with you to build an investment portfolio that aims to maximize the return potential of your assets and help you reach your wealth goals. Our investment services include:

- A full assessment of all client needs
- Crafting an Investment Policy Statement that reflects your values, circumstances and desired outcomes
- In-house expertise in equity and fixed income management – all decision-making is done in-house
- Portfolio asset allocation based on your performance goals and tolerance for risk
- Regular portfolio monitoring and review

Trust Administration

Our trust officers work with you and your family in a fiduciary capacity to ensure your wishes are carried out and your loved ones are provided for as planned. We serve as both corporate trustee and agent for trustee on various types of trusts, including revocable living trusts, irrevocable marital and family trusts, all types of charitable trusts, and life insurance trusts. Our experience in trust administration offers clients significant advantages:

- Professional trust administration within the scope of the governing document
- Collaboration with existing tax and estate planning advisors
- Assistance in implementing gifting strategies
- Bill payment and IRA distribution management services
- A wide array of charitable giving solutions, including family foundation management, charitable remainder and lead trust administration as well as fiduciary services to nonprofits

Estate Settlement

Our estate settlement team's primary duty is to settle the decedent's personal and financial affairs – filing taxes, paying bills, collecting final wages and insurance proceeds and closing accounts. By serving as executor of your estate, our team can ensure your assets are distributed per your wishes, with the utmost sensitivity, efficiency and privacy. Our estate settlement services include:

- Managing all estate assets
- Interpreting the terms of any wills, codicils and trusts
- Working with legal advisors, CPAs and trustees to determine the maximum extent and value of the estate
- Distributing all estate assets

Client Profile

Family is concerned about protecting the inheritance they intend to leave to future generations from third parties. They will use trusts to add a layer of asset protection to their plan, and they rely on Baird Trust to manage the trust in a manner that maintains that security.

Why Baird Trust

At Baird Trust, we offer comprehensive trust services designed to meet the needs of today's individuals and families of wealth:

- Professional trust administration and investment experience
- Expertise in the administration of revocable and irrevocable trusts, retirement accounts, charitable trusts and private foundations
- Objective decision-making based on the terms of the trust and applicable trust law
- Service that isn't interrupted by disability or death
- An experienced staff to help beneficiaries understand how their trusts affect them
- Experience navigating challenging family dynamics
- Communication between multiple beneficiaries, internal and external advisors and co-trustees
- Enhanced privacy and security through avoiding probate

You also benefit from a team that's personally dedicated to your success. Our commitment to service, solutions and stewardship is built on a personal and professional responsibility to make you and your vision for your future a priority.

Client Profile

Family business owner is undergoing a major life event and wants to explore selling the family business. Baird Trust works closely with the Baird Financial and Estate Planning Team and the business owner to prepare a plan to pass on the business while still achieving personal financial goals and supporting everyone in the family.

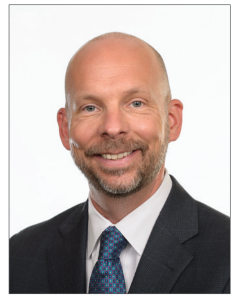
Baird Trust at a Glance

Founded in 1984

Over $15 billion in client assets as of December 31, 2020

Headquartered in Louisville, Kentucky, with branch offices in Indiana, Ohio and Tennessee

Privately held and employee-owned since 2008



Mark K. Nickel, CFP®, CWA®
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Baird Trust

We partner with Baird Financial Advisors and clients across the country from four primary locations.

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