



**PERFORMANCE  
WEALTH**

TOP 10 INVESTING LESSONS

# LEARNED IN OUR 100 YEARS

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## The E-book “Top 10 Investing Lessons Learned In Our 100 Years”

is uniquely written by 3 Generations of The Salvino Wealth Management Team. Al Salvino, Thomas Salvino, John Salvino, and Grace Salvino have been helping clients to reach and exceed their investment objectives for generations. Our Multi-Generation Team has the skill set and age groups to help multi generation families with Next Generation education, empowerment and wealth stewardship.

# INTEGRITY & TRUST

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## Integrity in business is a priceless essential for success.

For 3 generations in our family, Al Salvino has lived by a motto that he has instilled in sons Tom and John Salvino and onto his 15 grandchildren. He has always said “Honesty is rule number one and key to success in all aspects of life.” Tied to this belief are the values of transparency and trust, which are key to building long-lasting relationships with our clients. We believe these values are the basis for any productive and successful endeavor—having trust in the process and in the relationship.

Integrity is key. We value honesty in our relationships and are guided by the simple concept of the Golden Rule. Just as our team believes that our

moral character and values are priorities in our personal lives, so too do we believe that they are critical in our professional lives.

When Heinz ketchup was created in 1869, its founder packaged its products in clear bottles to allow consumers to see the purity of their contents. While founder Henry Heinz was not the first to bring ketchup to the market, he was the first to package it in clear bottles. This same approach to transparency has served us well. Our team has built our business on the referrals of clients who, for many decades, have come to depend on us for our integrity, transparency, and character.

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“Knowing what’s right doesn’t mean much unless you do what’s right.” – THEODORE ROOSEVELT

# EXPERIENCE

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Albert Einstein stated, “The only source of knowledge is experience.”

Our team is passionate about Wealth Management. Our diversified experiences have created a well-rounded and knowledgeable team that is prepared to navigate ever-changing markets. Our team has more than 100 years of collective experience. Al has been in the finance industry for more than 55 years, Tom more than 28 years, and John over 18 years. Our team has been through multiple economic cycles and countless market conditions. We have managed through strong, weak, bull, and bear markets, and in times of high interest rates and historically low interest rates. Experience in the financial markets enables us to adjust our investment strategy and decisions when the unexpected happens.

## SUPPORTING THIS EXPERIENCE ARE OUR EDUCATION & CREDENTIALS

Al, Tom, and John are graduates of the University of Notre Dame. Tom and John furthered their education at business school, with MBAs in finance. John attended the University of Chicago's Booth School of Business, where he now serves as the chairman of the University of Chicago Booth Alumni Finance Roundtable. Both Tom and John are CERTIFIED FINANCIAL PLANNER™ professionals and Accredited Investment Fiduciaries (AIFs). In addition, John is both an Accredited Asset Management Specialist and an Accredited Wealth Management Advisor. The CFP® designation is a recognized standard in the financial planning world with a rigorous and demanding curriculum. It also requires continuing education that keeps us current on financial planning and industry topics. The CFP® designation is an added credential that demonstrates our commitment to understanding our clients' goals and objectives. We believe it adds value to our clients as we are fully equipped to create customized financial plans tailored to their objectives within the context of their comprehensive wealth management plan.

## OUR TEAM HAS GROWN

New additions in recent years have added to our strength and abilities as a team. Ryan Gough, our Chief Operating Officer, was a captain in the Marine Corps and earned his MBA in finance from the University of Chicago. The addition of Anes Kadiric, Charles Lesser, and Grace Salvino as associates create a deeper team that offers a more personal client experience.



# TRANSPARENCY

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A key to our growth as a business stems from what we promise our clients.

We attribute successful investing to many key factors, but we have succeeded in being client centric by having transparency in all aspects of our client relationship. We are accountable to our clients and accountable to each member of our wealth management team. Having a clear understanding of our values as a company projects that outwards to the clients.

Our team believes in investing in what you know, use, and creates innovation in our ever-changing world. It's important to know what you own and why you own it.

**WE SAY THAT OUR CLIENTS SHOULD ALWAYS UNDERSTAND 3 THINGS:**

What  
They Own

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Who is  
Making the  
Decisions

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What  
They Pay

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# LONG TERM INVESTING / PATIENCE

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“Someone’s sitting in the shade today because someone planted a tree a long time ago.” – WARREN BUFFETT

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Long-term investing can be a very productive way to grow one’s assets, but it requires patience.

We do not believe it is prudent to attempt to time the markets seeking short-term returns. We are guided primarily by our team philosophy of making investments with a long-term horizon and a focus on the fundamentals.

Basic human emotion is perhaps the greatest enemy of successful investing. Whether the markets face extreme optimism or pessimism, they eventually revert to saner, long-term valuation levels. Don’t get thrown by the daily chatter and turmoil of the marketplace. The short term is noise.

We take the long view. Having said that, we know that market pullbacks and downturns can be productive and opportune times to add long-term investment capital. The World Economy is growing and being driven by the expanding world population.

As exemplified by 2020, we believe there are areas of the economy that have strong demographics and growth outlooks. The United Nations projects the world population will rise from 7.2 billion currently to 9.6 billion by 2050. According to recent studies, people born in the United States in the 1900s had an average life expectancy of 47 years, predicted to reach 88 years in 2050 and 100 by the end of the century. With statistics in world population growth and life expectancy consistently increasing, people universally want to improve the quality of their lives. Industries are changing to create innovative, intelligent businesses helping people live fuller, healthier, and longer lives. We are focusing on those investments.

# PRUDENT PLANNING

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## Over time, business fundamentals drive investing success.

Historically, it has been witnessed that even great bull runs have shown times of volatility where markets move up and down. However, the investors who put in money systematically, in the right shares and held on to their investments patiently have been seen generating outstanding returns. Hence, it is prudent to have patience and follow a disciplined investment approach while keeping a long-term broad picture in mind.

It is said that in ancient Rome, an architect was required to sleep under his new bridge the first night it was complete to show its worthiness. We sleep under our bridge every night. We buy and sell the same stocks for our clients as we do for ourselves. Our goals are aligned.

By nature, we are conservative and believe it is best to understand what you are invested in and why. We invest not on a theoretical basis, but to effectively protect and grow assets. We research investments thoroughly and prudently. We believe our team structure, education, credentials, and skill set differentiate us as we are able to run our own research process and our in-house algorithm.

We focus on quality, simplicity, and transparency. Again, quoting Warren Buffett, “if you cannot explain an investment in 30 seconds, it is too complicated and open to problems.” We believe that a more cautious and prudent approach can produce more consistent results over time and reduce volatility. Our goal is to construct portfolios that allow our clients and our team the freedom to sleep well at night, regardless if one does so under a bridge!

# RESULTS DRIVEN

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Our team is rooted in the University of Chicago's saying, "Math has no opinion."

With our research protocol, we code and filter for strong business metrics such as revenue, earnings growth, and earnings persistence, that is incorporated into a strong cash flow from operation growth and operating assets. Our Wealth Management Team focuses our research on high-quality investments with strong cash flow, recurring revenue, and unique products and services.

## WE ARE SEASONED INVESTORS

Our team has seen investments gain and lose value and company management come and go. Investments are subject to change, but our process of selecting high-quality investments remains constant. We believe the investment philosophy we have adhered to for collectively more than 100 years has served our clients well.

John Adams stated, "Facts are stubborn things; and whatever may be our wishes, our inclinations, or the dictates of our passion, they cannot alter the state of facts and evidence." Our investment process is data-driven. We employ a system for researching securities that we believe has been very productive. The process we engage in is thorough, rigorous, and all-encompassing. Attributes we consider include strong cash flow, recurring revenue, and low debt. We also try to identify unique products and services, among others.

The investment process is team-driven, led by John Salvino who uses his experience and his MBA with a concentration in analytical finance to help research the companies we invest in on our clients' behalf.

## RESULTS MATTER. WE ARE RESULTS DRIVEN.

Our goal is to exceed client expectations both in investment results and in client service. We are focused on the job that we have been entrusted with: successfully managing our clients' money and helping them reach their financial goals.

# EFFICIENCY

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We incorporate sound financial principles, extensive equity research, and thoughtful financial planning to help our clients reach their goals and objectives. **A fundamental principle of finance is the advantage of compounding money over time.**

## CONSIDER A SCENARIO:

you are offered  
\$1 million today

\_\_\_\_\_ or \_\_\_\_\_

1¢ doubled every  
day for 30 days



What do you think the value of that initial cent would be in one month? If you chose the \$1 million today, you would be giving up \$4.3 million, as the penny compounded over 30 days would amount to more than \$5.3 million. This example is not to say your money will double or even grow on a daily basis, but rather to illustrate the power of compounding.

Keeping as much return on investment as possible can be key to achieving true wealth. We believe tax strategy and efficiency are essential elements of growing and keeping assets. An important element of total return is minimizing tax liabilities and limiting tax consequences for our clients. Our team does our best to keep a client's tax situation in mind and be as tax efficient as possible.

As clients save, prepare, and actually retire, the proper use of Social Security can be crucial to a successful long-term retirement. There are numerous factors involved in receiving your Social Security benefits in an effective manner. Our team can help assess when and how to tap this valuable but often complex retirement resource.



# COMMUNICATION

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Business leader Stephen Covey has said “Most people do not listen with the intent to understand; they listen with the intent to reply.”

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We believe that the key to a productive, long-term working relationship is clear communication.

Each client is different—with different circumstances, comfort levels, and time horizons. We begin each relationship by listening to our clients to understand their goals and objectives. True listening requires thought, time, patience, and an open mind.

In turn, it is incumbent on us to communicate clearly with our clients. We strive to lay out clear expectations. We detail our investment process and offer financial planning services. We want our clients to relax and enjoy their lives, know that we are doing our best on their behalf to help them meet their objectives. We are always available to our clients, whether through a phone call or over coffee or lunch.

We also find it valuable to relay this information to our clients in transparent, easy-to-read, and not overly complex reports. We offer numerous types of reporting materials, ranging from simple performance and balance updates to financial forecasts that may include our clients' financial goals, among many other factors. Our reports are client specific; we rely on the nature of our relationships with clients to more accurately generate reports that include the data they can understand.

# TEAMWORK

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“Coming together is a beginning. Keeping together is progress. Working together is success.” – HENRY FORD

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## Our Wealth Management Team aims to be high performers in all that we do.

We are committed to excellence and realize that it takes a shared vision to create exceptional results. We believe our clients benefit from our team approach—from having passionate, educated and experienced investment professionals evaluate their situation and collectively determine an appropriate investment strategy. With many different sport backgrounds, our team innately collaborates well together, providing a system of checks and balances and energizing and educating one another. Our team approach brings different insights and allows for a thoughtful, deliberative, and broader perspective.

In 1864, Dr. William Worrall Mayo moved his family to Rochester, Minnesota and opened his own practice.

After his eldest son graduated from medical school and joined the family practice, a tornado struck the region, killing many and injuring over 200. The father and son (alongside other doctors) worked to heal the damaged community. As a result, a hospital was formed that would one day become the top-ranked hospital in the United States: The Mayo Clinic. The younger son graduated from his medical studies and joined his brother and father. The team took a different approach to healthcare; the father and two sons would sit in on every patient meeting together to hear the history and offer their opinions, diagnosis, and treatment plan—three minds rather than one.

# HARD WORK

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As legendary Notre Dame Coach Lou Holtz says, “There are three things you need to know about a person: Are you committed to excellence? Can I trust you? Do you care about me?”

To separate ourselves from competitors, we must be the hardest workers we can be. Passion and hard work are key to success. We love what we do, and we work hard at it. The most enjoyable part of being financial advisors is getting to know our clients and understanding their objectives and long-term goals.

It is rewarding to work with our clients in a collaborative way, based on a relationship of trust and our commitment to putting the clients' interests first. We love helping clients reach their goals, be it retirement, philanthropic activities, or providing a legacy for their family. We find the markets and the world economy fascinating. We believe you make your own luck in life. Our business grows from referrals, as we have been able to deliver quality service and products to our clients.

## A GROUP OF HARVARD GRADUATES —

now consultants at McKinsey — wrote a book entitled “The Ultimate Question,” which notes that the typical survey has 20 questions, but only one is important: “Would you recommend this product or service to your family and friends?” If the answer is yes, your clients become your marketing team and word of mouth is your effective marketing tool. We want our work and results to speak for themselves. A very happy and satisfied client is our ultimate goal.

The Salvino Wealth Management Team

The Authors: Al Salvino, Thomas Salvino, John Salvino & Grace Salvino



#### ALFRED J. SALVINO

##### Chairman & Wealth Manager

Alfred J. Salvino is a wealth advisor and co-founding member at Performance Wealth, the independent firm he founded along with his sons Tom and John and granddaughter Grace. A veteran of more than 57 years in financial services, Al Salvino joined William Blair & Company in 1988 and became a partner in 1990, later forming The Salvino Wealth Management Team with two of his sons. Al is a U.S. army veteran and is actively involved in multiple community and philanthropic efforts, including The Mercy Home for Boys and Girls.



#### THOMAS J. SALVINO

##### Chief Executive Officer & Wealth Manager

As a highly regarded, award winning industry leader with 28 years of experience, Tom Salvino has now co-founded Performance Wealth. After graduating as a student athlete from the University of Notre Dame, he began his career at Paine Webber before joining his father to form The Salvino Wealth Management Team at William Blair & Company in 1993. Soon after, he became a partner of the firm in 1999. He earned his M.B.A. in finance from Loyola University Chicago and is a CERTIFIED FINANCIAL PLANNER™.



#### JOHN P. SALVINO

##### President, Chief Financial Officer & Wealth Manager

John Salvino is a distinguished wealth advisor with 18 years of professional experience. He graduated *cum laude* from the University of Notre Dame and received his M.B.A. in finance from the University of Chicago. He is a CERTIFIED FINANCIAL PLANNER™ and holds many honorable awards in the industry. In 2002, he joined his father and older brother, Tom on The Salvino Wealth Management Team at William Blair. In 2008, he became a partner, one of the youngest in firm history.



#### GRACE SALVINO

##### Client Services

Grace Salvino represents the third generation of her family at Performance Wealth. A graduate of the University of Michigan, she takes an active role in researching investments and using her financial analysis skills set, building out the team's next generation outreach, and focusing on the team's community engagement.

Grace manages Performance Wealth's Next Gen Investment Group, which teaches and collaborates with current clients' next generation investors to learn about finance, markets, saving, investing and being good stewards of wealth. She is currently getting her MBA from the University of Chicago.



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#### Past performance is no guarantee of future returns.

Different types of investments involve varying degrees of risk. Therefore, it should not be assumed that future performance of any specific investment or investment strategy will be profitable.

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