

# Changing the Face of Investing



Yes, it's a financial industry.  
But it's a people business.

## Our History and Identity

An independently run and privately owned wealth management firm, HJ Sims has an extensive history managing wealth and helping to generate income for our clients. Infused with a pioneering spirit, HJ Sims has been helping individuals and organizations realize their potential since 1935.

Our founder, Herbert J. "Herb" Sims, was an innovative and revolutionary thinker. In the midst of the Great Depression, Herb opened a one room investment office with money loaned from an influential venture capitalist – his mom.

Herb saw enormous potential to create jobs and support important infrastructure – like gas energy systems, bridges and causeways. He identified high-yield instruments that delivered when others defaulted. He shared insights that transformed a small office into a team of investment banking and wealth management experts. Herb built our company on teamwork, diversity and mutual respect.

## Our Legacy

"Work hard, do your homework, talk straight and produce results." Those were the words our founder lived by. With this foundation in mind, HJ Sims has fostered a culture of original thinking and a willingness to challenge the status quo.

As one of America's most tenured financial services firms, we remain true to our founding principles and a long tradition of loyalty, teamwork, integrity and expertise – this is our legacy. The name on our door is a continuing reminder of where we came from – and of where we are going.

Past performance is not an indication of future results. Investments risks will vary by type of investment and potential investors should read in full the offering memorandum for each investment which will outline the risks. All investments bear the risk of partial or complete loss of capital. There is no guarantee that an investment will be profitable. The purchase and sale of securities should be conducted on an individual basis considering the risk tolerance and investment objectives of each investor and preferably with the advice of counsel of a professional advisor. This material has been prepared or is distributed solely for informational purposes and is not a solicitation or an offer to buy or sell any security or instrument or to participate in any trading or investment strategy. Member FINRA, SIPC



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v1 – 3/10/2020