

Top 10 Investment Mistakes Associations May Make



1

Failing to Set Clear Investment Goals

The Investment Policy Statement serves as a roadmap directing the association's path from point A all the way to point Z. Without that clear roadmap an association can drift away from its organizational goals and get sidetracked with the latest fads and flashiest investment strategies. We often say to our clients, "Know what you own, and know why you own it."

6

Forgetting Risk

For some associations the financial crisis seems like a distant memory. Nonetheless, many suffered a significant blow to their portfolios. Not only should you be keenly aware of risk in your portfolio, you should also quantify the level of risk that is appropriate for your association. If we face another market downturn how much pain can your association withstand?

9

Making Emotional Investment Decisions

Investing is a quantitatively driven process; nonetheless, we can't avoid attaching emotion to money. A key benefit of hiring an investment adviser is to incorporate someone into the process who provides objective recommendations and can detach from the emotional decision making.

2

Not Diversifying Enough

The old adage, "Don't put all your eggs in one basket" is particularly applicable to portfolio diversification.* By owning a diversified pool of assets an association can help reduce risk related to a specific segment of the market.

4

Not Managing Expectations

Association leadership must manage the expectations of the board and finance committee to avoid surprises in a volatile market.

7

Chasing Yesterday's Winners

Many associations make the mistake of pursuing investment strategies simply because they were previously successful. Keep in mind that past performance does not determine future results.

10

Forgetting Inflation

Don't forget that the costs of employee wages, vendor services, and building maintenance are increasing with inflation; therefore, the operating reserves need to grow in order to keep pace with the increase in operational costs.

3

Focusing on Short Term

Associations are long term investors and their investment decisions should be driven by the association's mission and goals. Focusing on short term performance can lead to hasty, and often costly, investment decisions.

5

Not Having Regular Portfolio Reviews

As markets move up and down the portfolio's asset allocation can significantly veer from your Investment Policy. Make it a point to schedule a regular review of the portfolio and policy.

8

Working With the Wrong Adviser

Your investment adviser should be in your corner. Seek out an investment professional who not only assists the association with its investment needs but also understands your culture, mission, and objectives, and how they fit together.

Cynthia Keith (202) 261-0769
Kevin Henry (202) 261-0755
Toll Free (877) 999-9280

Oppenheimer & Co. Inc.
5301 Wisconsin Avenue NW
Suite 300
Washington, DC 20015



* Diversification does not guarantee a profit nor protect against a loss.



Oppenheimer & Co. Inc.

For over 130 years, Oppenheimer & Co. Inc. ("Oppenheimer") has been committed to helping clients invest and preserve money wisely. As a full-service investment firm, we are dedicated to providing independent financial advice, a full spectrum of strategies and responsive client service.

Why work with us...

Personal Relationship

We take the time to listen to our clients and provide advice based on a deep understanding of their needs. Creating long-term relationships that are built on trust is our ultimate goal.

Objectivity

Our independence provides us the freedom to offer objective advice. Our recommendations are based solely on helping our clients meet their goals. We do not offer any proprietary mutual funds or charge commissions. The fee for our services is calculated as a percentage of the market value of each client's investment portfolio and is charged quarterly.

Investment Experience

Cynthia Keith and Kevin Henry have over 40 years combined investment experience. They have the expertise and skills to understand each client's needs and provide comprehensive strategies to their financial challenges.

Forward Looking

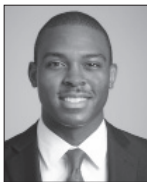
We think ahead. Flexibility, input from our colleagues in Oppenheimer Asset Management Inc. (OAM) and access to a full range of investment products and services result in decisive action and tailored strategies for each client.



Cynthia L. Keith, CFA®

Executive Director – Investments
Senior Portfolio Manager
Omega Group

Cynthia has been in the investment management industry since 1980 and holds a BA and an MBA from the University of Maryland. Ms. Keith is past president of the CFA Institute of Washington as well as the Washington Association of Money Managers. She is a frequent guest lecturer at her alma mater as well as other universities in the Washington, DC area.



Kevin T. Henry

Associate Financial Advisor

Kevin has been in the investment management industry since 2009 and holds a BA from Howard University and an MBA from the University of Maryland. Mr. Henry is an active member of the National Black MBA Association and the Alumni Clubs of both Howard University and the University of Maryland.

*Adopting a fee-based account program may not be suitable for all investors; anticipated individual commission costs should be compared to anticipated annual fees.

The OMEGA Group is a program through Oppenheimer & Co. Inc. It offers a unique managed money program in which experienced Financial Advisors act as portfolio managers for their clients. OAM and the Oppenheimer Trust Company of Delaware are wholly owned subsidiaries of Oppenheimer Holdings Inc., which also wholly owns Oppenheimer & Co. Inc. (Oppenheimer), a registered broker/dealer and investment adviser. Securities are offered through Oppenheimer.

This brochure is intended for informational purposes only. All information provided and opinions expressed are subject to change without notice. No part of this brochure may be reproduced in any manner without written permission of Oppenheimer. Neither Oppenheimer, Oppenheimer Trust Company of Delaware, nor OAM provide legal or tax advice. However, your Oppenheimer Financial Advisor will work with clients, their attorneys and their tax professionals to help ensure all of their needs are met and properly executed.

©2018 Oppenheimer & Co. Inc. Transacts Business on All Principal Exchanges and Member SIPC. 2123004.1