

TRUST INDEPENDENCE

FINALLY, A TRUST COMPANY LIKE NO OTHER

Santa Fe Trust, Inc. opened for business in November 1997. We are a spinout of an independent trust company in Albuquerque, New Mexico, created in 1993 to accommodate financial advisors who were losing investment management business to bank trust departments when their clients became incapacitated or died and subsequently had named a bank trust department as their successor trustee in their living and testamentary trusts. There also continues to be a deterioration of personal service in bank trust departments due to the large number of bank mergers that have taken place over the last twenty years. Furthermore, bank trust departments have shifted their focus from trust account administration and personal service to investment assets under management. Santa Fe Trust's main focus is on personal service.

Santa Fe Trust offers corporate fiduciary administrative services exclusively. Unlike a traditional bank trust department or trust company, we do not invest client portfolios, draft trust documents, prepare trust tax returns, offer insurance products, or custody trust assets. Instead, we create a "team of specialists." We work with outside financial advisors, estate planning attorneys, Certified Public Accountants (CPAs), insurance professionals and third-party custody service providers throughout the United States to perform these functions. Trust assets under administration at Santa Fe Trust are almost \$1/2 billion.

Due mostly to twenty-eight national marketing and referral alliances we have formed with various organizations throughout the United States, Santa Fe Trust is growing by millions of dollars every month and has established trust relationships in 48 states. Santa Fe Trust is more than happy to provide references in any one of these states.

Our popularity has been due to the huge opportunities financial advisors are uncovering in two areas of the investment management of personal trust assets: 1) The tremendous intergenerational transfer of wealth taking place in the United States is increasing the demand for trusts. 2) The large number of bank mergers that have taken place over the last twenty years has generally led to a decline in trust investment performance, especially for smaller trust accounts (under \$5 million), and lowered the quality of personal service beneficiaries receive. Frustrated beneficiaries are seeking to move their trusts away from the large traditional trust service providers and into the hands of their own personal financial advisor and a smaller more personable trust company.

Santa Fe Trust provides financial advisors the vehicle to help them capture personal trust investment assets. Because we provide a high level of personal service, and don't offer investment management services or custody trust account assets, we are the preferred corporate trust administrator for many financial advisors throughout the country.

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Santa Fe Trust, Inc. has a very seasoned staff of trust professionals with over one hundred eighty years of combined experience working in the trust industry . This vast amount of experience coupled with our smaller size gives our clients a higher level of confidence in our abilities to serve their trusts and a deeper appreciation for the personal service they receive from us. Our independence provides financial advisors the flexibility sometimes needed to help them secure desirable business when competing against banks.

An independent study conducted by Tiburon Strategic Advisors of Tiburon, California, ranked Santa Fe Trust, Inc. as the best trust company in the United States for financial advisors to work with. Our unique unbundled approach to the trust business makes us one of only a handful of trust companies in the United States that only focus on trust administration and personal service.

The Financial Institutions Division of the State of New Mexico, which regulates all state-chartered banks and trust companies, examines Santa Fe Trust's on a regular periodic basis assuring that we are operating our corporation and administering the trusts in our care in compliance with their regulations. We also have an outside independent audit of our corporation conducted annually and our administration practices bi-annually. We carry a fidelity bond on our employees and liability coverage protecting the trust assets in our care.

We like to refer to ourselves, as a "client friendly" trust company. Our focus on one service coupled with our vast amount of experience gives us the confidence that we can serve our clients better than anyone else. If our clients aren't satisfied with the service they are receiving from Santa Fe Trust, they are free to transfer their trust to another qualified trust service provider without incurring any surrender fees. When our clients are creating a trust, we urge them to draft specific language into their document allowing for the easy removal of the trustee through some type of portability clause and the power to appoint their preferred financial advisor to manage its investments.

We hope you find this information helpful. From what we have been hearing from our clients and prospective clients, the need for our type of trust company has been long overdue.

If we can be of any further assistance, please feel free to call David Barfield at 888-984-2775 or e-mail David at davidb@santafetrust.com . You may also want to visit our Web site at www.santafetrust.com/or watch a four minute audio/visual presentation on Santa Fe Trust <http://www.brainshark.com/brokerondemand/SFTIntro>.

We're on the WEB!!!
www.SantaFeTrust.com

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