

## Business Spotlight Edward Jones Investments

In an age of voice mail and e-mail, mobile phones and computerized banking, things change so fast that tradition is being lost in the jet wash of a jet-set society. However, traditional values literally define Edward Jones, a nontraditional company that embraces new technology while still making house calls.

This full-services brokerage firm has one priority that has never changed since the firm began nearly 90 years ago: service to individual investors when and where it is convenient for them. To accomplish this, Edward Jones has focused on building a network of one-broker branches that are conveniently located for individuals. It doesn't matter whether those individuals live in the rural heartland or in the suburb of a sprawling metropolis. In fact, Edward Jones has more branch-office locations than any other brokerage in North America. That's why Dominic Garrant, an Edward Jones financial advisor in Ballston Spa, maintains an office at 20 Prospect Street in the village and why he stresses long-term and diversified investments. Says Garrant, "I meet with clients face to face and emphasize the importance of choosing quality investments that have the potential to perform well over time. At Edward Jones, we prefer a long-term approach to investing. The decisions clients make when they meet with me will affect their financial futures. They are big decisions that deserve undivided, personal attention."

Every aspect of the firm's business is designed to cater to individual investors in the communities in which they live and work. The firm's 12,000-plus financial advisors work directly with nearly 7 million clients to understand their personal goals -- from college savings to retirement -- and create long-term investment solutions that emphasize a well-balanced portfolio and a buy-and-hold strategy. Edward Jones embraces the importance of building long-term, face-to-face relationships with clients, helping them to understand and make sense of the investment options available today.



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