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High Net Worth Investors' Greatest Concerns Are Loss of Principal and Comfortable...

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High Net Worth Investors' Greatest Concerns Are Loss of Principal and Comfortable Retirement
According to a Survey by Rochdale Investment Management

NEW YORK, Jan. 16 /PRNewswire/ -- Rochdale Investment Management announced today the findings of its 2007 Private Client Survey. The survey provides key insights on investors with \$1 to \$10 million portfolios and illustrates the importance of risk management for high net worth investors.

Wealth Preservation Remains Top Concern

Loss of principal, comfortable retirement, and market volatility topped the list of concerns and reasons for seeking professional money management. Other concerns cited were beating the market and taxes. These priorities have remained consistent over market cycles. Rochdale's 2003 survey, which was conducted on the heels of a down market, noted similar results, while the 2007 survey was conducted during a time when the market was experiencing record highs. Among investors who stated that their needs have changed, they reported being more concerned about volatility (17%) and risk (13%).

High net worth investors tend to be retired or nearing retirement, so they are entering a phase in their lives where they will be living off of the income from their portfolios. Preserving wealth is understandably of great importance.

"Retirement can be a difficult time emotionally for people as they switch from being in control of working for their income as opposed to living off of their portfolios," stated Rochdale's Ted Cox, CFA, Senior Vice President, Investment Consulting. "Investors find it challenging to maintain a steady stream of income by relying on equity and fixed income assets that can fluctuate in value," he added.

Communication is Key in Working with High Net Worth Clients

In assessing the survey results, Rochdale discovered that its focus on risk management and investor education paid off. A remarkable 94% of clients reported that Rochdale appropriately balances their risk/return expectations. 90% reported that the quality of communications meets or exceeds their expectations, while 84% reported feeling treated like an individual, and 81% said they were willing to recommend Rochdale to others.

"We are very pleased with results, but we continue to find innovative ways to more effectively manage risk and protect client portfolios," commented Rochdale's Chief Executive Officer and President, Garrett D'Alessandro, CFA, AIF(R). To this end, currently 45% of respondents utilize Rochdale's high dividend and income strategy, 14% utilize Rochdale's alternative investments, and 4% use Rochdale's offshore asset protection services.

In terms of their favorite sources for market and investment information, 41% of respondents cited their financial advisor and Rochdale portfolio manager team, which won out over financial media publications, television, or the internet. Key topics of interest include investment education (38%), market and economic commentary (34%), and company & industry news (23%).

In order to understand a bit more about its clients as individuals, Rochdale also asked what they do for enjoyment. Spending time with family (14.2%) and reading (13.7%) were the most common responses. Interestingly, only 3.1% expressed that they enjoy the stock market.

Surveys were completed between February 12, 2007, and May 31, 2007, by 253 private clients. More than 800 clients, representing \$1.3 billion in assets, were invited to participate. As a token of its appreciation, Rochdale contributed \$5 for every returned survey to the Susan G. Komen Breast Cancer Foundation, the charity most favored by survey participants. For more information about the foundation and its mission, please visit their web site at www.komen.org.

Rochdale Investment Management is a private investment counseling firm specializing in intelligently personalized portfolio management for high net worth individuals and families. Based in New York City with offices nationwide, Rochdale manages \$2.7 billion in assets as of December 31, 2007. Working in concert with each client's financial advisor or CPA, Rochdale develops and manages a customized portfolio for each client. Investment strategies are implemented through proprietary separate accounts and funds.

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The firm's hallmark is providing integrity, intelligence and innovation in investment management. For more information on the 2007 Private Client Survey or Rochdale Investment Management, please call 800-245-9888 or visit www.rochdale.com.

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