

## PSN Case Study:

# Measured Wealth Private Client Group, LLC formerly The Commonwealth Group, Inc.

Richard Kesner wants you to hold on to your money. As President of the Boca Raton-based CommonWealth Group, a wealth management advisory firm serving clients across the world for over 30-years, Mr. Kesner's main emphasis is to focus first on capital protection, then capital growth. "Basically we're a value manager – everything we do is based on downside risk and downside capture ratio," he says.

But that doesn't mean that CommonWealth Group hasn't delivered competitive returns for its client base. It just goes about it in its own way, performing strict due diligence on potential managers to ensure they share the firm's aversion to risk, and that they can perform during adverse conditions.

"We started buying commodities, particularly gold and silver, through funds and managers about three years ago, and that's served our clients well," he says. "We believe there are opportunities in every environment. When it comes to managers, we don't worry about the size of the manager or opinions on Wall Street. In fact, being near Wall Street can give you a myopic view of the markets. Being outside the area allows us to have a clearer picture of the economy, Wall Street and managers."

## How Commonwealth Group Leverages PSN

What makes CommonWealth's approach work for its clients is the firm's deep commitment to rigorous manager analysis, as well as its dedication to understanding each

manager's style on a granular level. For almost 20 years, Mr. Kesner and his colleagues at CommonWealth have relied on PSN by Informa Investment Solutions to aid them in manager selection and evaluation, providing them with the following benefits:

- **Accurate, easy-to-access and complete data on separate accounts.** PSN is the longest-running database of separate account performance and flows, providing definitive information on funds over time. "Having patience is hard, but we truly believe that that's how you make money. PSN's historical data enables me to gather information on products that have been through multiple market cycles," says Mr. Kesner.
- **Advanced Analysis Tools, such as portfolio blending.** "One of the reasons why I really like using PSN is it allows me to import hedge fund managers to create blended portfolios that are not correlated with the markets. That's what we try to do in order to create portfolios that can profit in every environment."
- **Fast, Knowledgeable Service:** "PSN is easy to use, but if I ever get stuck, I know the people in PSN client services will respond to me within the half hour. You can't overestimate the importance of that quick turnaround. Giving service and responding to our own customers' needs is the single most important part of maintaining a good relationship."

## PSN by Informa Investment Solutions: Innovation and Reliability

After PSN was acquired by Informa Investment Solutions, subsidiary of Informa plc, Mr. Kesner was pleasantly surprised by the fact that, while the PSN database and solutions have been continuously updated and improved, client service has maintained its high levels. "I was worried that everything and everybody was going to change. Sure, the systems have changed over the

years – for the better – but I'm relieved that the people I know and trust are still there."

But Mr. Kesner admits to being tempted by competing services over the years, even going as far as trying out other providers from time to time. However, beyond the reliable data, Kesner maintains that the flexibility of the interface and tools, as well as the ability to customize the platform to make it your own was a capability he's never found elsewhere.

"Some other products may compare in terms of information or report generation, but I've always ended up feeling limited," says Kesner. "With PSN, not only do I get the data and the report capabilities, but I can synthesize it with my own information, quickly and easily. That's why we continue to use PSN."

*With PSN, not only do I get the data and the report capabilities, but I can synthesize it with my own information, quickly and easily.*

—Richard Kesner, President,  
CommonWealth Group