

## **RNP PRINCIPALS MEET WITH NOBEL PRIZE WINNER HARRY M. MARKOWITZ**

Morgan Hill, Calif., October 16, 2008—The investment advisory firm Reinhardt Newquist Potts (RNP Advisory Services, Inc.) recently had the opportunity to meet with Nobel Prize-winning economist Harry M. Markowitz. As part of a select group of leading advisory firms, the RNP principals joined Markowitz for a special dinner and discussion hosted by Bellatore Investment Counsel in San Diego, California.

In 1990, Markowitz was awarded the Nobel Prize in Economics for his contribution to financial research. His pioneering work on portfolio selection in 1952 led to the creation of Modern Portfolio Theory. Modern Portfolio Theory introduced the mathematics necessary for investors to receive the highest return for a given level of risk, an essential part of building efficient portfolios. Modern Portfolio Theory is now a widely used tool in asset allocation and risk management by institutional investors and registered investment advisors like RNP Advisory Services.

“It is an honor to have a private audience with a world-renowned figure in the field of finance,” said Carl Reinhardt, founder of RNP Advisory Services, Inc. “Modern Portfolio Theory is the cornerstone that supports our firm’s investment approach. Dr. Markowitz’s contribution allows us to tailor portfolios that reflect each client’s willingness to take risk and ultimately reach their financial goals.”

Dr. Markowitz is a professor of finance in the Rady School of Management at UC San Diego and president of the Harry Markowitz Company. He also belongs to the Investment Committee of Bellatore, LLC, a provider of turnkey asset management services to select advisory businesses. Other Investment Committee members include Meir Statman, Ph.D., a leader in the field of behavioral portfolio theory, and Sanjiv Das, Ph.D., an expert in investment risk management. The Investment Committee offers insight in the development of Scientific Portfolio Theory™, the investment approach used by RNP Advisory Services.

When asked about applying his work to investing today, Dr. Markowitz suggested that Modern Portfolio Theory is more relevant than ever. According to Markowitz, “The principles of diversification and the effective combination of assets have stood up well to the test of time.”

When asked about investors who are uncomfortable with the recent market declines, Dr. Markowitz added, “Now is not the time to abandon the wisdom behind Modern Portfolio Theory, flee from the stock market or take wild bets. If this volatility is unsettling, it may be a good time to review risk tolerance with one’s advisor.”

When asked by Reinhardt for his final word on investing, Markowitz put it simply, “Pick a diversified portfolio of stocks and bonds and don’t time the market.”

### **About RNP Advisory Services, Inc.**

RNP Advisory Services, Inc. (Reinhardt Newquist Potts) is an investment advisory firm that provides retirement and financial expertise to businesses, owners and individuals. Led by principals Carl Reinhardt, Erich Reinhardt and Dan Newquist, our goal is to provide the ultimate care, service and capability available for clients who place their trust in us. We strive to thoroughly understand the lifetime goals of our clients and work as an advocate and a fiduciary to develop prudent strategies to

help attain those goals. RNP Advisory Services has offices in Morgan Hill, San Jose, Salinas and Fresno, California. For more information, visit [www.rnpadvisory.com](http://www.rnpadvisory.com) or contact:

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