FIRM PROFILE

Entasis
ASSET MANAGEMENT

We are an investment firm run by investors.

"It is our mission to improve the long-term potential of client portfolios by lowering costs, leveraging decades of experience in manager analysis, portfolio construction and security selection, and simplifying the increasingly complex investing environment."

Bob Batchelor, CFA
CEO
Co-Founder

C.J. Batchelor, CFA
CIO – Equity
Co-Founder

Mike Peters, CFA
CIO – Fixed Income
Co-Founder

Entasis (en-tuh-sis)

An architectural term used to describe a slight curve given to the shaft of a column to correct for the illusion of concavity.

Why did we choose the name Entasis for our business?

The starting point was simple. We love the precision and perspective of architecture. It aligns with our investing approach and discipline. We specifically chose the name Entasis for two primary reasons. First, it was different. From our first conversations about starting this firm we were committed to being different. All of the founders have been around the investment business their entire careers. During that time we have seen a variety of business models and investing strategies. When we initially sat down to begin defining our business model we wrote down four things.

- People pay too much for investment advice.
- Too few advisors conduct their own research.
- Portfolios have gotten unnecessarily complicated.
- Everyone should have access to investment advice.

Our Beliefs

- Cost Matters
- Research Matters
- Focus Matters
- Access Matters

Those four notes shaped our beliefs and set the foundation for who we are. Second, the name itself aligned with what has become the mission of our firm. Entasis in a column corrects for the illusion of concavity. It is our mission to use our combined experience to develop low cost client portfolios to correct for an illusion of value created by premium fees and complexity.

Why should you consider Entasis?

Experience

We are investors with a passion for investing. Each of our founders is a CFA charterholder and collectively our team has decades of experience in investment analysis, portfolio construction, due diligence, research and security valuation.

Independence

We are majority-owned by employees. The firm has no affiliations with other firms. We are fiduciaries. It is our duty to act in the best interest of our clients. All recommendations are fully unbiased and designed for the benefit of clients.

Accountability

We own the investment analysis and recommendations for your portfolio. We do not rely on a third party or "home office" to do research for us. We follow a methodical, patient approach to selecting individual investments. Our research process is proprietary and includes extensive interactions with management, portfolio managers, analysts and other key decision makers.

Alignment

We conduct the research and we build client portfolios. It is fairly common for the roles to be distinct, but our experience in manager analysis has taught us that optimum portfolio outcomes tend to occur when the individuals choosing investments for a portfolio also conduct in-depth research of the investment candidates.

Focus

We manage to our strengths. We invest in areas where we believe we have a competitive advantage through our research. We have no interest in fads or complicated financial engineering. Our research process quickly screens out many investment options that do not meet our investment criteria and quality hurdles.

Transparency

We believe in regular, understandable communication. We clearly articulate our process and conclusions. No surprises. We adhere strongly to the notion that "if you can't explain it simply, you don't know it well enough." We want our clients to have a high level of comfort in their portfolios and the decisions we make.

Our Services

Investment Planning

As an investment firm run by investors our primary service is investment planning, which is driven by Our Process. Our portfolios are managed utilizing a risk-conscious, diversified approach that invests in liquid and actively-managed, equity, fixed income, alternative and mixed-asset investment products. Our portfolios will also include individual securities depending on a client's tax situation, investment goals and risk tolerance. We may invest across all asset classes, sub-asset classes and styles.

We work with all of our clients to develop an investment portfolio that fits their unique circumstances. Our investment planning process incorporates four key elements: knowledge gathering, risk discussion, investment management and ongoing communication.

The goals of our four investment planning elements are to know our client, align one of our portfolios with their growth and preservation goals, actively manage their portfolio in a risk conscious, low turnover strategy and make sure all of our clients have a high level of comfort in the investments we recommend and a strong understanding of the investment decisions we make.

GenerationTech™ Investing

Our GenerationTech™ portfolios are designed for people that enjoy the time and communication effiencies provided by technology. These are portfolios designed for investors beginning to accumulate wealth (household investable assets around $50,000 or less) and investors that prefer efficient, low touch client service from their advisor. GenerationTech™ portfolios rely on the same in house investment research that is used to develop all client portfolios at Entasis. These portfolios give all investors access to high quality investment advice in a highly efficient package.

Research & Consulting

We are not a traditional consulting business. Our research & consulting business is based on two core concepts – Leverage and Time.

The foundation for the investment strategies we develop for our clients is our methodical in house research and our combined decades of experience in the investment industry.

We believe that we can naturally leverage the work we do to help other investment advisors enhance their offerings to clients and help investment managers we analyze improve their portfolio and communication strategies.

We know the value of time. We believe our work can be utilized to create more time for investment advisors to spend on client relationships and for investment managers to spend on portfolio management.

To learn more and sign up for Our Research visit us at
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IMPORTANT INFORMATION

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