



GERBER KAWASAKI

wealth & investment management

Gerber Kawasaki was founded in 2010 by Ross Gerber and Danilo Kawasaki – industry veterans and longtime friends who thought a new paradigm for wealth and investment management was needed.

In the wake of the 2008 financial crisis, it became evident that the big brokerage firms never had their clients' best interest at heart. The 2008 crisis gave pause to conventional thinking. As these large firms tarnished their reputation, a window was created for new firms with fresh ideas. Clients deserve modern, unbiased, independent financial advice aligned with their goals and tolerance for risk. A firm where your values will match your investments.

Gerber Kawasaki's mission is to provide the highest level of integrity, dedication, and objectivity in guiding their clients holistically to maximize their financial resources while mitigating their risks and preserving their legacy.

With over \$2.5 billion in clients' assets, Gerber Kawasaki is one of the leading investment firms in the country. Recipient of many industry awards, Gerber Kawasaki is a constant presence in the main financial mediums including CNBC, Bloomberg, Fox News, Reuters, Wall Street Journal, LA Times, and many others.

Who We Are

Diversity • Integrity • Community

WEALTH MANAGEMENT

We manage complexity and simplify your life

- Top Industry Certifications & Qualifications
- High-Tech, Human-Centric Service Model
- Collaborative Outreach to Your Team of Professionals
- Bespoke Plans for Every Investor

INVESTMENT MANAGEMENT

We are investors with real world experience

- Decades of Investment Experience
- Process-Driven Decisions
- Tailored Investment Solutions
- No Proprietary Products

TAX SERVICES

We strategize and optimize your tax process

- Work Hand-in-hand
- Streamlined communication between advisor and Tax Professional
- Tactical Driven Tax Process
- Customize strategies with investments
- Organize Bookkeeping & Payroll

2010

Founded

**SANTA
MONICA**

Based

\$2.6B

AUM*

FIDUCIARY

Independent
Investment Management

*As of December 29th, 2023

Why Gerber Kawasaki



Independent Advisory

We don't sell any proprietary products, and therefore provide objective recommendations for your needs.



Personalized

We appreciate that our high net worth clients' situations are unique, and so are their portfolios. We design custom plans to fit your own unique situation.



Team Approach

Horizontal, not hierarchical business model that pulls equally from the diverse expertise and experience of our entire team.



Transparent Fees

Not only are our fees competitive, but they are simple to understand. Nothing is hidden and we are only paid to give our clients advice.

Fiduciary Standard

Being a fiduciary means we are legally obligated to put our clients' interests first.



Holistic Planning

Comprehensive approach encompasses your entire financial life – not just investments. Our expertise includes: tax strategies, estate planning, charitable and legacy planning, as well as risk management.



Impeccable Regulatory Record

We encourage you to review our clean background by visiting the website: <https://adviserinfo.sec.gov/>



Human Touch + Technology

Leveraging technology improves the client experience and investment results, but not at the expense of human interaction and nuanced judgement.



Holistic Process



Financial Planning Process

Developing a clear understanding of our clients' issues helps us identify potential strategies to help address their needs and move forward.

Discover

- Needs, Wants, and Dreams
- Tolerance for Risk
- Specific Tax Considerations
- Philanthropic Aspirations
- Legacy Planning

Strategize

- Portfolio Design
- Optimized Asset Allocation
- Tax & Estate Considerations
- Charitable Planning
- Asset Protection

Review

- Performance Reporting and Benchmarking
- Periodic and Ongoing Reviews
- Investment and Market Commentary
- Ongoing Manager Due Diligence
- Behavioral Coaching

Implement

- Active Portfolio Management
- Tactical Asset Allocation and Rebalancing
- Security Selection
- Manager Selection
- Active Tax Management and Loss Harvesting



Investment Process

CEO and CIO Ross Gerber leads our investment committee, which actively and tactically manages all of our portfolios, company research, and security selection. Our Index + Alpha strategy incorporates our highest conviction ideas through our proprietary equity research to optimize your asset allocation. We believe in holding the highest quality companies with solid growth prospects and strong fundamentals for the long term.

Our tax efficient and tactical asset allocation strategies are designed to dampen volatility and focus on risk adjusted returns.



Impact Investing is in the GK ethos. Socially and environmentally responsible investing doesn't just feel good, it can deliver strong long-term results for our clients. To us, sustainable & conscious companies are tantamount to great investing.

Tax Services

Gerber Kawasaki uses technology to optimize and simplify your tax process. Your investment return is directly impacted by your taxes, and when you work with Gerber Kawasaki Tax and Accounting, your Financial Advisor and CPA are working on the same team.

Say goodbye to passing and confirming information to and from your CPA to your Advisor. Our tax and accounting division streamlines communication between the two without you stuck in the middle. You can now have the peace of mind that all of your investment information is relayed correctly on your tax return. With our all-digital process, we can complete your statements much faster than your traditional accounting firm.

Request a Consultation



Select a date and time and add your preferred contact information. All of our meetings are conducted over the phone or Zoom.

01

Securely Upload Your Documents



Send your documents securely to our CPA.

02

Comprehensive Review



During your session, our tax department will evaluate your situation and offer tax strategies and alternatives to reduce your taxes.

03

Tax Return Draft



Our CPA and your Financial Advisor will email you a tax return draft and be readily available to answer your questions.

04

Services

Investment Management

Equity Compensation Plans

Trust and Estate Services

Small Business Planning

Risk Management

Tax Planning Solutions

Philanthropic Planning/Charitable Giving

Endowments and Foundations

Multigenerational Family Planning and Education

Corporate Retirement Plans and Benefits

Wealth Structuring

Financial Planning

Business Succession Planning

Cash Management Services

Real Estate Solutions and Advisers

Collateral Equity Lines of Credit

Awards & Recognition

Best Places to Work 2020
for Financial Advisors
Investment News

Excellence In
Diversity & Inclusion
Investment News

40 Under 40
Financial Advisors 2018
Investment News

The Most Influential
Wealth Managers in Los Angeles
The Los Angeles Business Journal

Next-Gen Best-In-State
Wealth Advisors 2019
Forbes

100 Fastest Growing
Private Companies 2019
The Los Angeles Business Journal

40 In Their 40's
Leading Financial Services &
Accounting Professionals
The Los Angeles Business Journal

Best of the Westside
Best Financial Advisor
The Argonaut Newsweekly

Corporate Social
Responsibility/Diversity
Asset Managers
WealthManagement.com

Featured on



Ameritrade
NETWORK

yahoo!
finance

G NEWS



Forbes

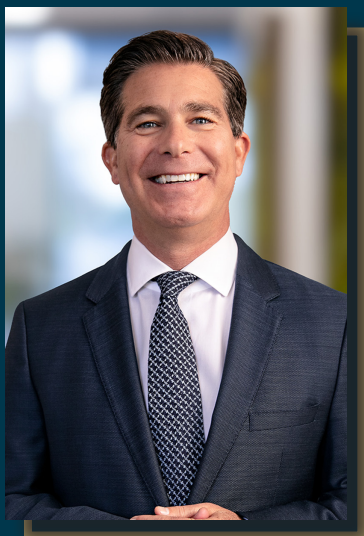


REUTERS

Bloomberg



Gerber Kawasaki advisors do not pay a fee for placement on the mentioned awards. The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. To determine which course of action may be appropriate for you, consult your financial advisor.



Ross Gerber

President and CEO

Ross is the Co-Founder, President and CEO of **Gerber Kawasaki Wealth & Investment Management**. Ross oversees Gerber Kawasaki's corporate and investment management operations as well as serves individual clients. Ross has become one of the most influential investors on social and in traditional media. His investment ideas and advice have made him a regular in global business news and he is featured on CNN, CNBC, Fox Business News, Bloomberg and Reuters as well as a contributing writer for Forbes.com. Ross and the Gerber Kawasaki team oversees \$2.2 billion of investments as of 2/17/23 focused on technology, media and entertainment companies for clients and the firm. Gerber Kawasaki is a leader in Fintech by leveraging technology and social media to work with large diverse client base. GK is a leader in providing investment advice for the younger generation. Ross is an expert in online marketing and social media as well as co-developed the company's app for iOS, My-Moneypage. In 10 years since founding, Gerber Kawasaki has grown to over 40 employees and from \$50 mil to \$2.2 bil of AUM as of 2/17/23.

Ross received his BA in Communications from the Annenberg School at the University of Pennsylvania concentrating in Business Law at the Wharton School of Business, graduating class of 1993. Ross also received a second concentration in Classical Music Studies at the University of Pennsylvania and attended the Grove School of Music. Ross was born and raised in Los Angeles, CA and attended Brentwood High School with the graduating class of 1989.

In 2008, the financial crisis caused the collapse of several major financial institutions and the government bailout of others, challenging the existing state of affairs within the financial industry. Navigating these trying times, Ross understood the importance of focusing on the client's best interest utilizing a modern and unbiased approach to serving the client community. It was during this time that Ross developed his vision for a new type of investment firm, one free of conflicts of interests and focused on serving a diverse client base using technology and leveraging new media.

In 2010, Ross and his business partner, Danilo Kawasaki, felt it was the opportune time to start their own firm, Gerber Kawasaki Inc., aligned with this client-centric mission. Built on the mission to provide clients with customized, objective financial advice, Gerber Kawasaki began with a core group of advisors and specializes in working with two groups of clients, baby boomers and Generation X/Millennials. Ross and Danilo started Gerber Kawasaki with the goal of using online advertising, social media and their financial application, My-MoneyPage, to attract new clients and enhance the client experience as well as to focus on a new market for financial advice, Generation X/Millennials. While maintaining their traditional wealth management business focusing on helping baby boomers plan for retirement and protect their families, Gerber Kawasaki also serves a younger generation of clients through their wealth building program. Gerber Kawasaki serves over 11,000 clients and is one of the fastest growing privately held companies* in the industry.

Ross currently resides in Pacific Palisades, CA with his family and is on the executive board and is most recent past President of the charitable organization, The Guardians of the Jewish Home. He continues to play music and perform in his free time with his band, The Danger Band and is a co-creator and managing member of Cocoon Music – Malibu.



Danilo Kawasaki, CFP® CPWA® Vice President and COO

Danilo is the Co-Founder, Vice-President and COO of **Gerber Kawasaki**, a wealth and investment management firm. Danilo oversees the compliance and day-to-day operations of the firm as well as serves individuals clients. He is a member of the Gerber Kawasaki Board of Directors and the Investment Selection Committee. In 2018, Danilo was nominated by Investment News as one of the top 40 advisors under the age of 40 in the country (<http://www.investmentnews.com/section/40-under-40/2018/profile/10/Danilo-Kawasaki>).

Danilo received his BS degree in Business Administration from the University of Redlands. As a scholar athlete, Danilo is a three-time All-American in tennis. Danilo received a certificate in Personal Financial Planning from UCLA and is a Certified Financial Planner™ professional. Danilo also received a certificate in Wealth Management Theory & Practice from Yale School of Management and is a Certified Private Wealth Advisor®.

Danilo was born and raised in Sao Paulo, Brazil where he was a top-ranked junior tennis player, which earned him a scholarship to play tennis in the US. Growing up in Brazil, Danilo learned the importance of proper wealth management at a very young age. With inflation averaging as high as 1000% a year, it was vital to ensure that your money was always working for you.

Danilo started his career in the financial services industry joining SunAmerica Securities in 2002. He moved up the rankings in record time and was promoted to the branch manager position of the West Los Angeles branch by the age of 24. Danilo's conviction that he is doing one of the most important jobs anyone can do in life by helping people save, grow, and preserve their assets helped gross revenues for the branch tripled from 2004 to 2007. Shortly after, his branch became the top office in the company.

The 2008 financial crisis, which resulted in the collapse of large financial institutions and the bailout of many others, challenged the status quo. Large financial institutions got themselves in trouble for not putting their clients interest ahead of their own. Danilo felt that clients deserve modern, unbiased, independent financial advice in line with their goals and tolerance for risk. With all that in mind, Danilo and his business partner, Ross Gerber, founded Gerber Kawasaki Wealth Management. 'It is our mission to have a client-centric practice, provide our clients with quality and objective financial advice, and by combining the latest technology and our personal touch Gerber Kawasaki promises to offer our clients a unique client experience.'

Danilo lives in Pacific Palisades and enjoys spending quality time with his wife, Wendy, and his three kids, Gabi, Tristan, and Bodhi. In his spare time he can be found beating opponents on the paddle tennis courts of the Jonathan Club, playing golf, and practicing yoga and meditation.



Michael Malc

Director of Tax

Michael is the Director of Tax at Gerber Kawasaki Wealth and Investment Management. He is originally from New York, but moved to Southern California a number of years ago. He holds a Master of Business Taxation degree from the University of Southern California and a bachelor's degree in Accounting from the University at Albany. As a Certified Public Accountant, Michael has the expertise to build efficient tax planning models and provide tailored services to his clients.

Michael has a wide range of experience working in both boutique firms and at one of the Big Four public accounting firms. His focus varies from providing tax services to individuals and small businesses to navigating international tax laws for private equity firms. He is passionate about developing relationships with his clients that allow him to set up the right tax planning models, along with making sure all relevant tax forms are filed.

His knowledge of both tax law and finance sets him apart as a CPA at Gerber Kawasaki. He is determined to help all of his clients achieve the best tax result while also balancing priorities in their investment portfolio.

Michael lives in the West-Side of Los Angeles, where he enjoys spending time with his wife, Eliana, and son, Noah. In his spare time, he can be found exploring new eateries with his wife, taking family walks, playing an active role in his local synagogue, and hosting get-togethers for family and friends.

Disclosures

The information and data in this presentation were obtained from sources deemed reliable. Their accuracy or completeness is not guaranteed and the giving of the same is not deemed a solicitation on our part with respect to the purchase or sale of any securities or commodities, or any specific investment or strategy. For more information, please contact your Financial Advisor.

Tax laws are complex and subject to change. GERBER KAWASAKI and its financial advisors do not provide tax or legal advice. This material was not intended or written to be used for the purpose of avoiding tax penalties that may be imposed on the taxpayer. Individuals are encouraged to consult their tax and legal advisors (a) before establishing a retirement plan or account, and (b) regarding any potential tax, ERISA and related consequences of any investments made under such plan or account.

The strategies listed may not be suitable for all investors. GERBER KAWASAKI recommends that investors independently evaluate particular strategies, and encourages investors to seek the advice of a financial advisor. The appropriateness of a particular strategies will depend upon an investor's individual circumstances and objectives.

Investors should carefully review and consider potential risks before investing. Some of these risks may include: loss of all or a substantial portion of the investment due to leveraging, short-selling, or other speculative practices; lack of liquidity in that there may be no secondary market for the fund and none is expected to develop; volatility of returns; restrictions on transferring interests; potential lack of diversification and resulting higher risk due to concentration of trading authority when a single advisor is utilized; absence of information regarding valuations and pricing; complex tax structures and delays in tax reporting; less regulation and higher fees than mutual funds; and manager risk. Individual funds will have specific risks related to their investment programs that will vary from fund to fund.

GERBER KAWASAKI offers insurance products in conjunction with its licensed insurance agency affiliates. Since life insurance is medically underwritten, you should not cancel your current policy until your new policy is in force. A change to your current policy may incur charges, fees and costs. A new policy will require a medical exam. Surrender charges may be imposed and the period of time for which the surrender charges apply may increase with a new policy. You should consult with your own tax advisors regarding your potential tax liability on surrenders.

The information, products and services described here are intended only for individuals residing in states where the Financial Advisor is properly registered as described on our website: www.gerberkawasaki.com

Fixed annuities are long-term investment vehicles designed for retirement purposes. Gains from tax-deferred investments are taxable as ordinary income upon withdrawal. Guarantees are based on the claims paying ability of the issuing company. Withdrawals made prior to age 59 ½ are subject to a 10% IRS penalty tax and surrender charges may apply.

Investors should carefully consider the charges and fees associated with a new insurance policy as well as any cost that may be associated with surrendering the current policy.



2716 Ocean Park Blvd., #2022 | Santa Monica, CA 90405 | Phone: 310.441.9393

www.GerberKawasaki.com

Investment advice offered through Gerber Kawasaki, Inc., an SEC registered investment advisor.