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Exclusive news on nonprofits' investment management

January 2005

West Coast Asset Management To Target Institutions

West Coast Asset Management plans to target institutional investors next year and will add a sales professional. The manager now has a four-year track record, which is long enough to start marketing to institutions. It manages just over \$300 million in domestic equity and fixed-income, mainly on behalf of high-net-worth investors. To attract nonprofits, the firm will halve its equity management fee, which is 1.5% annually on the first \$1 million and 1% annually after \$1 million in assets, for nonprofit clients. It also invests 1% of management fee revenues in charities of clients' choice, said **Atticus Lowe**, vice president. This money is divided up among non-principal investors and charity donations are made in each client's name. The manager will also customize portfolios at a

client's behest, for instance excluding tobacco stocks.

The manager already has one nonprofit client and a second nonprofit mandate coming in next month. Lowe declined to name these clients. The firm wants to exceed \$1 billion in assets by the end of the decade and has the capacity to manage \$2 billion.

Its equity strategy is up 43.9% since inception, whereas the **Standard & Poor's 500 Index** is down 13.5% for that period. The firm invests in a concentrated portfolio of 10-to-15 stocks.

Regarding the new hire, the manager is seeking a professional to work with both institutional investors and high-net-worth individuals, who has experience with both client types and who will bring contacts to the table. The salary will include a base package and commission. It hasn't been easy to recruit, Lowe said. California, where the firm is based, isn't a large financial centre, so there isn't a wide pool of local talent.

