Spread The Word

Please Let Others Know About Us

The greatest compliment anyone gives us is when they refer their family, friends, or business associates. We appreciate the interest you take in our firm and are committed to continuing to provide the level of service that propels you to keep talking about us. Thank you.

Roy C. Bodinus, CEO offers investment advisory services to business owners and individuals seeking to maximize their return potential while controlling investment risk.

Roy began his professional career in 1996 as an account executive for a trust company. From 1997 to 2007, he served as director of the Investment Advisory Program for Hufford Financial Advisors, LLC. Using the experience gained during a decade of leading a team of investment professionals, along with his vision for a client-focused service model, Roy was led to establish his own Registered Investment Advisory firm. Roy is the president and CEO of Northwest Advisory Group, Inc. and is responsible for the day-to-day operations and strategic vision of the firm.

He earned his M.B.A. with a concentration in Finance from Loyola University-Chicago, and attended Valparaiso University as an undergraduate, where he earned his bachelor of science degree in Business Administration with a Finance concentration. Roy is an Investment Advisor Representative (Series 65) licensee.

Roy resides with his wife and three children in central Indiana. He is active in his local church and enjoys golf, softball, and being a father.

NW
Northwest
Advisory Group, Inc.

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A Disciplined Approach To Long-Term Investing

NW
Northwest
Advisory Group, Inc.

A Process For Achieving Your Goals

You'll Benefit From A Proven Discipline

Life isn't static and your investment portfolio shouldn't be either. It needs to be disciplined enough to maintain a long-term perspective, but flexible enough to adapt to unexpected challenges. Northwest Advisory Group, Inc. provides you with a structured process for achieving your investment goals and financial success. We will work alongside you using the following **five-step framework** to achieve some of your life's most important goals:

- Understand your goals and **analyze** your current portfolio
- **Design** an optimal portfolio based on your goals and objectives
- Formalize an **investment policy** and the management process
- **Implement** your portfolio solutions
- Continuous **monitoring** of your portfolio and adapt as needed

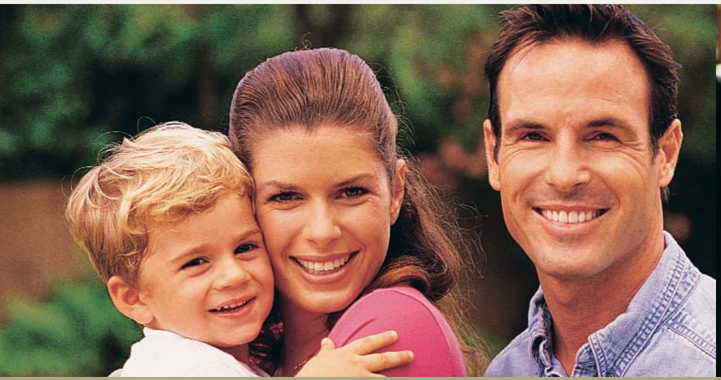
Investing Requires A Steady Approach

Take The Emotion Out Of Your Portfolio

If there is one thing that observing the behavior of emotional investors has shown us, it is that markets are unpredictable and guiding your portfolio through turbulent times requires experience, patience, and vigilant management.

Because investing involves a number of risks that are often impossible to predict, we moderate these risks by diversifying each portfolio across multiple asset classes to improve the overall portfolio's risk/reward characteristics. We will assist you in designing an asset allocation strategy and in the selection of the investment vehicles to implement that strategy. Our ongoing monitoring and analysis of both the broad markets and your individual holdings will ensure your investment strategy stays on track.

Making decisions related to your investments can be an emotional process. Our job is to provide you with the guidance and discipline to manage that emotion.



Independence Matters

We Work For You

As an independent advisory firm, Northwest is not pressured by a parent company to direct you into their proprietary products. We have the freedom to provide you with a wide variety of investment choices from among the best that the financial services industry has to offer. As a Registered Investment Advisor, we have a fiduciary responsibility to always put your interests first. When investing through an independent investment advisor, conflicts of interest do not enter into the investment process.

Keeping Your Fees Low

You've Found The Right Firm To Work With

Controlling your investment expenses is a critical component of investment management that should not be overlooked. At Northwest, we utilize low-expense vehicles that allow you to capture more of the market's returns. We're proud to offer an investment management approach that is typically reserved for the largest of institutional clients, to clients of all sizes—at a fee that is affordable to clients of all sizes.

We're Your Investment Team

Executing Your Game Plan

A key to meeting your objectives lies in ongoing communication and constant evaluation of your goals and expectations. At Northwest, you won't just get an investment plan; you will get a relationship and a strategy. We will implement the strategy on your behalf and will continue to monitor and adjust the strategy as time unfolds. We welcome conversations with your other advisors, including accountants and attorneys, to ensure every piece of your financial life is working together in one seamless package.