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**FOR IMMEDIATE RELEASE**

**Managing Portfolios In-House?**

New Resources Now Make This Affordable, Profitable and the Trend

COLORADO SPRINGS, CO, April 20, 2005 – Barring Coughlin, former Chief Investment Officer for NationsBank’s Private Bank, seems to have created a trend when he formed Coughlin Associates and developed the hottest business model in the investment community. His services now make managing portfolios in-house even more affordable and most importantly, profitable.

“I saw those clients with hefty portfolios receiving lack-luster investment research services from the investment firm - mainly because the investment firm could not necessarily afford the resources to provide individually invested portfolio management,” said Barring Coughlin, President of Coughlin Associates. “We have created a business model that allows investment firms access to a complete virtual investment research team. This allows them all the tools necessary to provide individual portfolio investment management in-house, and best of all, we have made this service affordable.”

The investment industry is, by demand, being driven to offer additional high touch services to clients in an effort to keep a competitive edge. With this trend comes a price tag, unless the firms are taking advantage of the outsourced services that a company such as Coughlin Associates can provide.

Providing a complete virtual research team to firms allows these firms to bring their portfolio management back in-house and provide the desired research necessary for individually invested portfolios...all without incurring the expense of managing those resources on a full-time basis.

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“We manage money for wealthy Cleveland investors and we believe a virtual investment research team will help us better serve our current clients. This will also assist us in attracting more clients with this value added service,” said Peter Roth, Senior Vice President of Wachovia Securities in Cleveland, Ohio.

This out-sourced structure is becoming much more common. What most are finding is that it is most cost effective to out-source the research to a firm that can provide quality information at a fraction of the monthly cost of a junior analyst.

This is just another example of how investment firms are utilizing outside expertise and resources to leverage and increase the services provided to clients.

Coughlin Associates is a national investment research firm specializing in working with brokers, financial planners and investment firms who are seeking a cost effective solution to enhancing their investment research team. For additional information, please contact Sheila Stewart, Marketing Solutions & Results (MSR) at 303.790.1117 or [sstewart@msrcreative.com](mailto:sstewart@msrcreative.com).

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