



CALDWELL TRUST COMPANY

PERSONAL • TRADITIONAL • INDEPENDENT

A focus on highly personalized relationships combined with a powerful proprietary technology platform, deep roots in the community, and a client-focused staff has helped fuel significant growth for Caldwell Trust Company. The locally based and family-owned trust company has nearly tripled its growth in the past 10 years to \$900 million in assets under management and is well on its way to achieving the \$1 billion AUM mark.

Caldwell Trust is one of just a handful of truly independent trust companies in Florida and was co-founded in 1993 by Roland Caldwell and his son, R.G. "Kelly" Caldwell, CEO, President and Senior Trust Officer. "We recently installed a bronze structure at the entrance of our new headquarters which displays my father's mission statement, 'What We Believe'. I remember when he wrote it. It inspires me today as if I were reading it for the first time," Caldwell said. "Briefly, it says we take care of families and we do it honestly. It's the foundation of which this company stands. This is who we are."

Avoiding the wave of mergers and acquisitions that have swept the banking industry has allowed Caldwell Trust to retain its laser focus on clients'

needs as their financial manager, investment advisor, trustee or corporate trustee. Our first question is 'how can we help you?' We need to understand their life circumstances and what they are trying to do. Our job is to help them find out what that is," Caldwell said. We take care of families, and that means something different for every family. "We manage money and a whole lot more. We quarterback their estate plan providing additional services as needed such as serving as trustee and paying bills. Most clients, about 80 percent, initially come to Caldwell Trust for money management.

The remaining clients need trustee services, and Caldwell sees this as a natural progression of



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creating strong relationships—reminiscent of a traditional hometown banker in days past—as they help families build wealth and become familiar with their circumstances. "By building a solid relationship and getting to know them and their families, we are in a good position to ensure their wishes are carried out."

Part of that focus on clients' needs comes from being what Caldwell terms a true fiduciary. Being a fiduciary means always making decisions in the best interest of the client. Period. However, that clear duty can become somewhat clouded in some large institutions where employees are compensated to sign clients on for added services. "One of the advantages of being independent is that we can be a true fiduciary. We give advice for a fee and have no products to sell," Caldwell said. "Our trust officers are never put in the position to choose something in their best interest versus the client's best interest."

Another somewhat unique feature of Caldwell Trust's client relationship is that the same trust officer who introduces someone to the firm becomes the point person for that client, which is not the case everywhere. "This ensures they are held accountable for delivering what they promise to clients. Our trust officers are the stars in our system. They know the client intimately and can effectively interpret our investment strategies for them based on their individual circumstances," Caldwell said. "They also have the authority and the best tools to ensure clients are happy, and our clients love that."

As more people have responded to this client-centric approach, Caldwell Trust's staff has grown to 25 professionals, outgrowing its previous Venice headquarters. The firm moved into newly constructed 12,000 sq. ft. headquarters office in Venice. It also has a downtown Sarasota location. An entire wing of the new building is devoted to technology. The firm has developed proprietary systems and software to ensure advisors have up-to-the-minute information at their fingertips, and that same information is available to clients 24-hours-a-day.

Caldwell Trust also is deeply rooted in the community. Caldwell is a graduate of Venice High School, is very active in giving back to the community, and encourages staff to become involved with organizations and causes about which they are passionate. Those have included, among many others, Tidewell Hospice, YMCA, State College of Florida Foundation, Argus Foundation, Sertoma, and the Rotary. That commitment to the community will remain strong, he said.

Another commitment he fully intends to keep is the promise to remain independent, and as Caldwell Trust's major shareholder, he can deliver on that promise. "I truly consider it an honored position that I serve as family representative to Caldwell Trust. I have a duty to our clients and staff to remain independent," Caldwell said. "That's a very large promise, and no other organization in the area can say that. Our oath is that we will be here, and we'll do what we say we are going to do."

More information about
Caldwell Trust Company
is available at



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