Creating Content-Rich Websites

Hibre Teklemariam, Partner, VP, SunStar Strategic

October 2020

A good website can grow your business

- First impression
- A powerful tool that YOU control
- Everything you do drives people to your site
- Highlight your competitive advantage

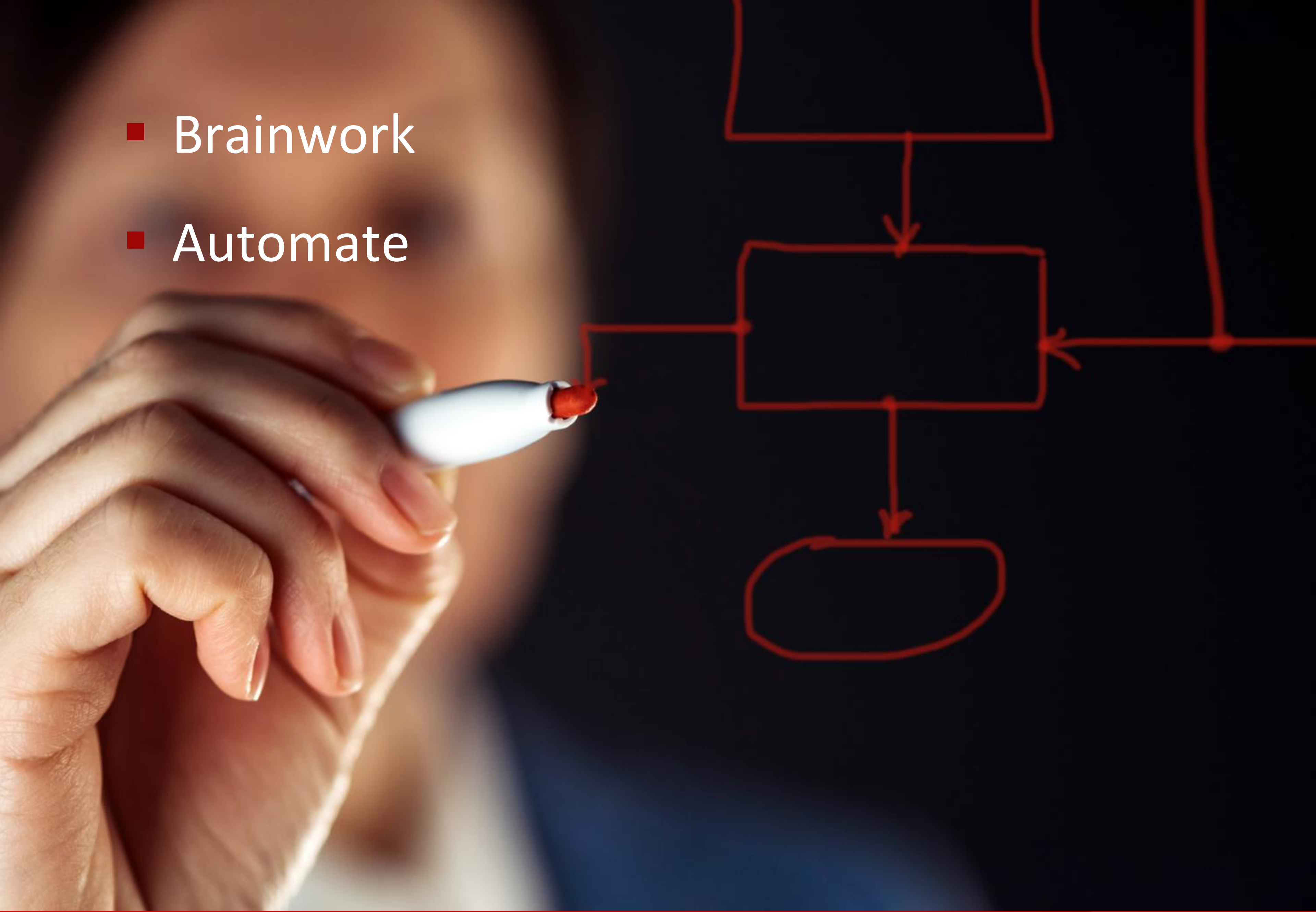

DASHBOARD
3 min ago
Website
AD
Social
network
Email
SEO
Video
AD
Mobile
DIGITAL
MARKETING

- News media
- Commentaries
- ***Everything…***
  leads back to your website

- Inbound marketing
- Advisors prefer email
- Track visitor behavior

- Attract
- Capture
- Nurture

- Follow through



- Brainwork
- Automate

The Web Marketing Association Award

MAIRS & POWER

2020 **BEST MUTUAL FUND WEBSITE**

BEST IN INDUSTRY

WEBAWARDS 2020

MAIRS & POWER
Focused Long-term Investing

HOME | WHO WE SERVE | HOW WE INVEST | MUTUAL FUNDS | INDIVIDUALLY MANAGED ACCOUNTS | ABOUT US | INSIGHTS

INVEST WITH US

Mairs & Power: Committed to Our Clients

Mairs & Power has never wavered from its dedication to being good stewards of the money invested with them.

In this brief video, you'll meet Mark Henneman, Chairman & CEO, Andy Adams, Chief Investment Officer, and Rob Mairs, President. They talk about the company and their passion for helping you attain your financial goals.

Video >

WATCH THE VIDEO

Custom photos >

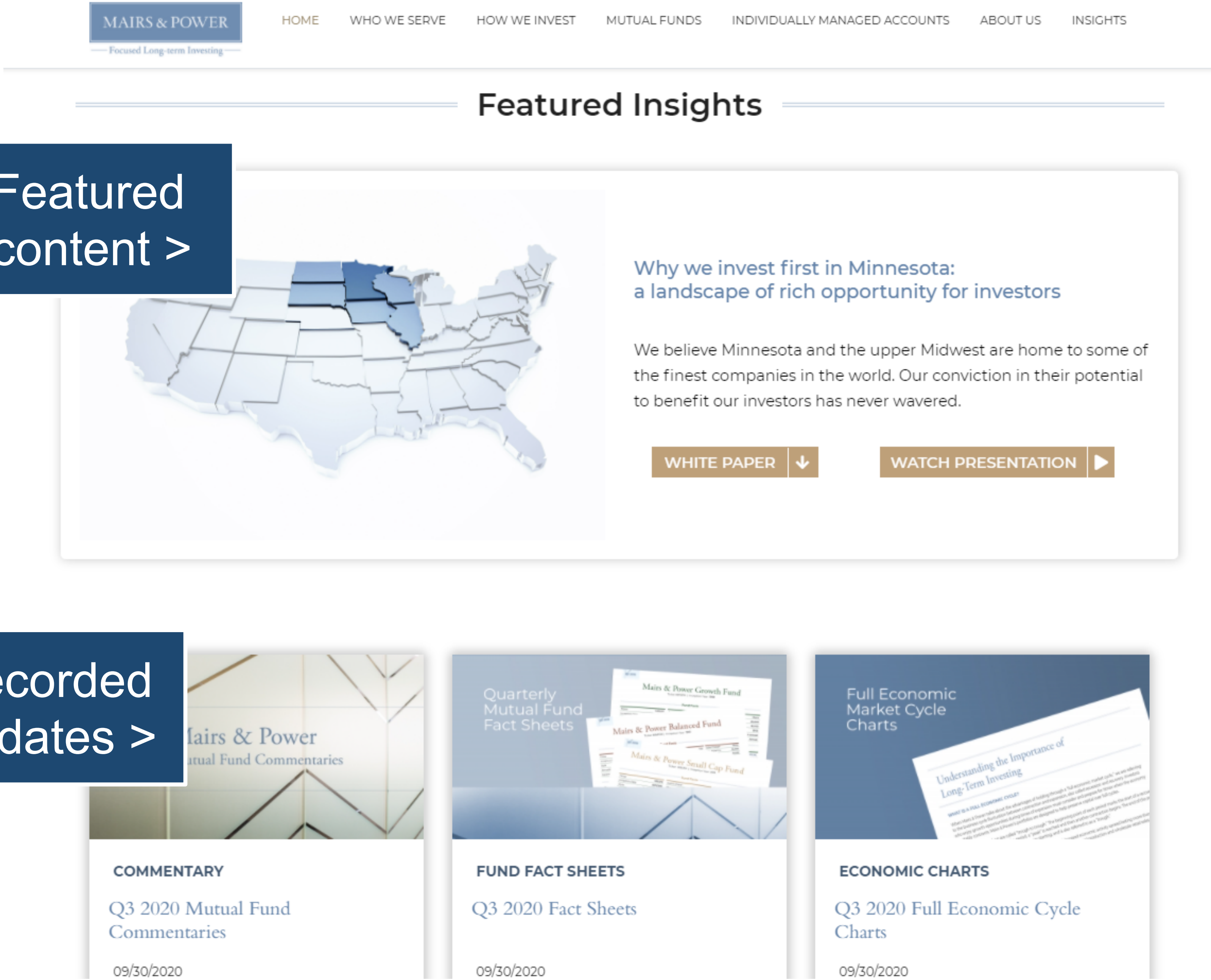
How We Invest

Key message >

We are long-term investors
with a regional focus
who invest in companies of all sizes and across all

Featured content >

Recorded updates >



Easy to stay in touch>

MAIRS & POWER

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Saint Paul, Minnesota 55101-1363

Contact Us

Mutual Fund Shareholder Services 800-304-7404
Financial Advisor Support 651-294-8309
Individually Managed Accounts and
Mairs & Power Office 651-222-8478

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We'll send you periodic emails with our latest thinking on investing and the markets. Your information will not be shared. *Required fields.

FIRST NAME*
LAST NAME*
EMAIL*
Mutual Fund Shareholder

SIGN UP

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How We Invest

Video & text >

Straightforward, Disciplined

Long-term. Regional Emphasis. Invest in Companies of All Sizes.

Our strong, decades-long success is the result of a straightforward process: We are long-term investors with a regional emphasis, investing in companies of all sizes across all sectors. We have an unwavering conviction in:

- Our highly collaborative, proprietary investment process
- Investing in companies, not markets
- Investing in companies with historically strong returns on invested capital, consistent above-average growth and durable competitive advantages

Our Investment Philosophy

Performance

Average Annualized Returns (%)

As of 09/30/2020

FUND/INDEX	1 YR	5 YR	10 YR	20 YR	SINCE INCEPTION
Mairs & Power Growth Fund[1]	**11.32**	**12.42**	**12.52**	**9.46**	**11.28**
S&P 500 TR Index[2]	15.15	14.15	13.74	6.42	10.28
Lipper Multi-Cap Core Index[3]	14.09	12.15	11.83	6.11	-

FUND/INDEX	1 YR	5 YR	10 YR	20 YR	SINCE INCEPTION
Mairs & Power Balanced Fund[1]	**5.64**	**8.59**	**8.97**	**7.07**	**9.47**
Composite Index[4]	[illegible]	[illegible]	9.95	6.25	9.00
Morningstar Category[5]	[illegible]	[illegible]	6.98	4.54	-
S&P 500 TR Index[2]	15.15	14.15	13.74	6.42	-
Bloomberg Barclays U.S.Govt/Credit Bond Index[6]	8.03	4.66	3.87	5.19	-

Data feeds >

FUND/INDEX	1 YR	5 YR	10 YR	20 YR	SINCE INCEPTION
Mairs & Power Small Cap Fund[1]	**-7.56**	**6.74**	**-**	**-**	**11.63**
S&P Small Cap 600 Index[7]	-8.29	7.20	-	-	10.82
Russell 2000 TR Index[8]	0.39	8.00	-	-	10.36
Morningstar Small Blend Category[9]	-6.62	5.34	-	-	-

Inception Dates:
Growth Fund 11/7/1958 | Balanced Fund 11/10/1961 | Small Cap Fund 8/11/11.

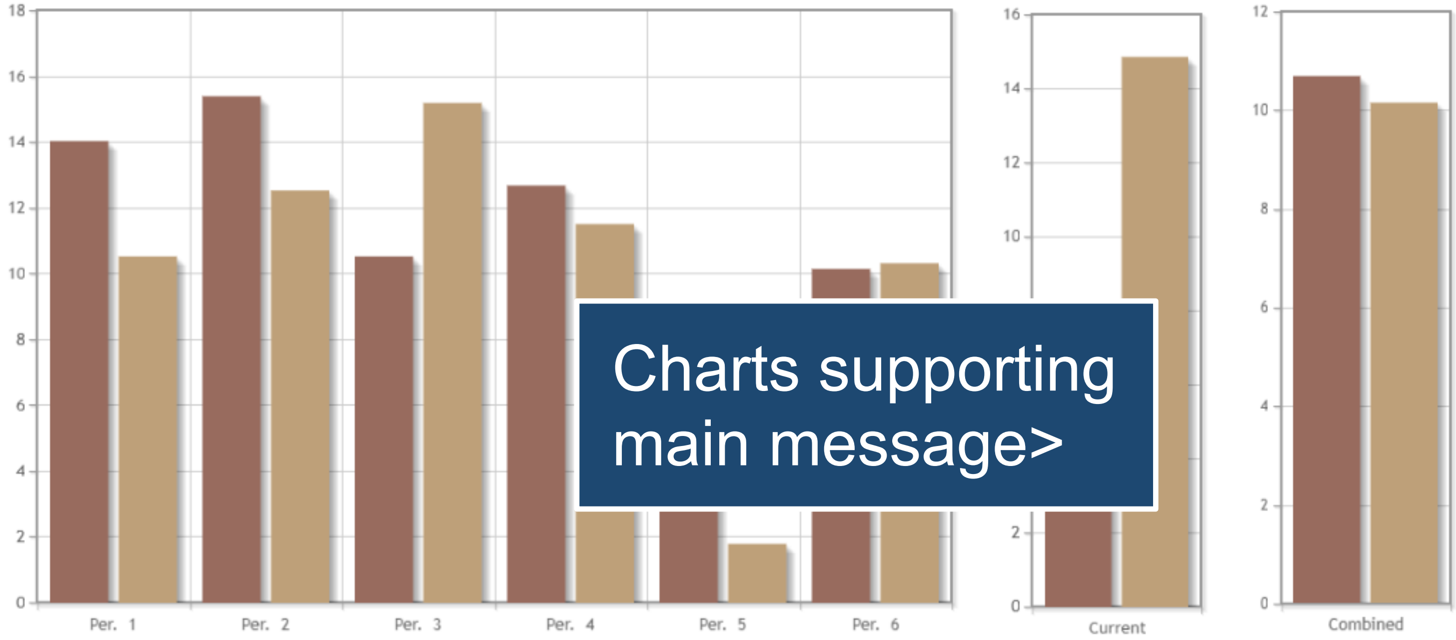
Expense ratios annualized as of 12/31/19 as of the Prospectus dated 4/30/20:
Growth Fund **0.65%** | Balanced Fund **0.71%** | Small Cap Fund **1.05%**

PERFORMANCE OVER ECONOMIC CYCLES, ANNUALIZED TOTAL RETURNS %: 1975-2020

FULL ECONOMIC CYCLES

CURRENT CYCLE (INCOMPLETE)

COMBINED PERIOD



Charts supporting main message>

FUND/INDEXES

- Mairs & Power Balanced Fund
- Composite Index[3]

PERIOD	DATE RANGE
Per. 1	3/31/1975 - 7/31/1980
Per. 2	7/31/1980 - 11/30/1982
Per. 3	11/30/1982 - 3/29/1991
Per. 4	3/29/1991 - 11/30/2001
Per. 5	11/30/2001 - 6/30/2009

The information shown is only for the time periods indicated. Performance for other periods may differ, possibly significantly.

VIEW CHART

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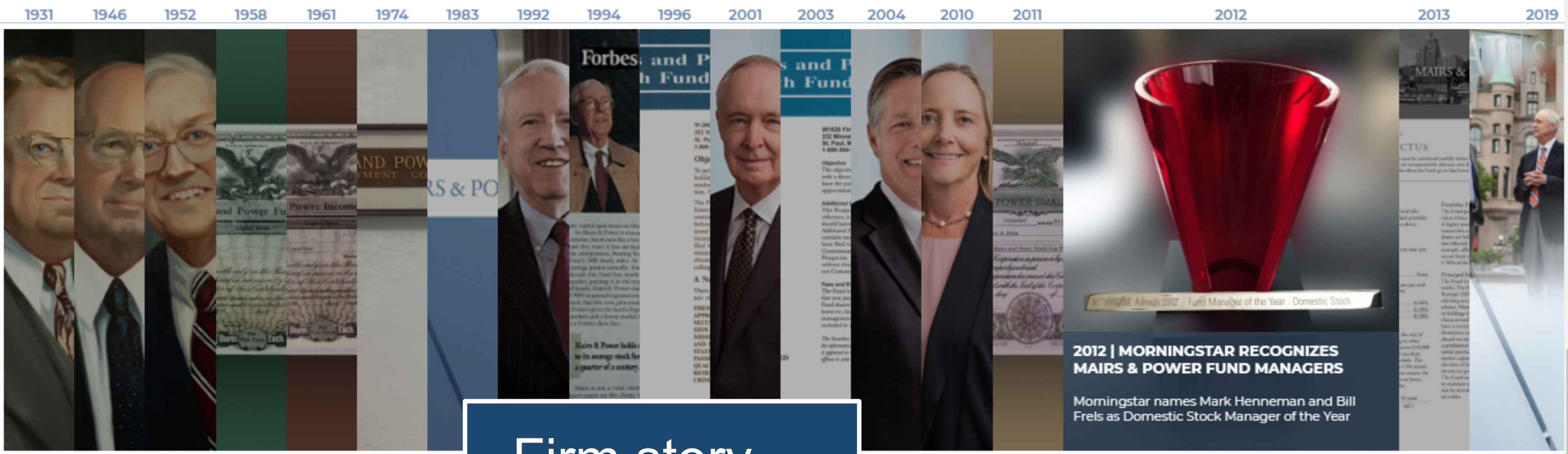
What we're reading >

The Economist: From rustbelt to brainbelt (Part 5 of 7)

July 23, 2020

How higher education can drive prosperity. To build a great city is simple, the politician Daniel Patrick Moynihan once said. First...

MORE



Firm story timeline >

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Quick links>

Quick Links

	GROWTH MPGFX	BALANCED MAPOX	SMALL CAP MSCFX	ALL STRATEGIES
Fund Performance	↓	↓	↓	↓
Fund Fact Sheets	↓	↓	↓	
Fund Commentary	↓	↓	↓	
Morningstar Analysis	↓		↓	
Update Call	•))	•))	•))	
Market Cycle Chart	↓	↓		
Summary Prospectus	↓	↓	↓	
Prospectus				↓
Firm Brochure				↓

Why we have conviction in Minnesota

WHITE PAPER ↓ | WATCH PRESENTATION ▶

Update Calls with the Fund Managers

Sign up to be invited to quarterly calls on our strategies and market insights.

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Last Name*

Email*

Firm*

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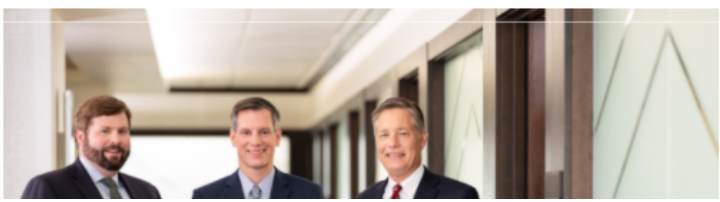
Mutual Funds /Growth Fund



Inception 1958: MPGFX

Mairs & Pow

Growth Func

Live chat >

LIVE CHAT

VILLERE & Co.

SELECTIVE INVESTING SINCE 1911

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VILLERE BALANCED FUND (VILLX)

VILLX

FACT SHEET | COMMENTARY

As of 09/30/2020

SYMBOL
VILLX

ASSETS

TIO

NUMBER OF EQUITY HOLDINGS
20

PORTFOLIO TURNOVER
23%

INCEPTION DATE
09/30/1999

MINIMUM INVESTMENT
$2,000

SUBSEQUENT INVESTMENTS
$500

SALES CHARGE
None

CUSIP
742935539

Quick facts >

INVESTMENT OBJECTIVE

The Villere Balanced Fund seeks to achieve long-term capital growth consistent with preservation of capital and balanced by current income.

OVERVIEW

The Balanced Fund invests primarily in small- and mid-cap companies through an active and selective investment approach, creating a concentrated equity portfolio of Villere's 20-30 best ideas. The Fund pursues investment opportunities over the long term without a constraint of a benchmark, while targeting sustainable long-term growth with reasonable valuations. The Fund offers a mix of stock and bonds in a single fund, and includes a fixed income allocation of 20-50% to help balance risk and reduce volatility.

The Fund is potentially well-suited for investors who desire the diversified mix of stocks, bonds and cash offered by a balanced fund, while having some aggressiveness in terms of the underlying equity component.

< Personality

Deep nonprofit & foundation experience

In addition to the firm's generations of experience working with nonprofit organizations, each Villere partner brings at least a decade of personal nonprofit board leadership experience. We understand firsthand the specific challenges and fiduciary responsibilities involved in sustaining and growing a nonprofit. That knowledge extends to the inherent complexities and unique circumstances of family foundations and family partnerships as well.

< Timeliness

SEPTEMBER 30, 2020

Villere Balanced Fund – Q3 2020

Quarterly Commentary

READ »

Q&A AUGUST 5, 2020

A surging stock market in the face of the COVID-19 pandemic

INVESTMENT OPPORTUNITIES DURING THE ECONOMIC RECOVERY

Q&A with Lamar Villere, CFA

READ »

Q&A MAY 7, 2020

COVID-19, economic headwinds, and a volatile stock market

OPPORTUNITIES FOR ACTIVE MANAGERS AND SELECTIVE STOCK PICKING

Q&A with Sandy Villere III

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News

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SEPTEMBER 30, 2020 / NEWS

Potential stock market rotation

BLOOMBERG BUSINESSWEEK PODCAST

George Young discusses the current market and shifting investment opportunities on Bloomberg's Drive to the Close.

LISTEN »

SEPTEMBER 25, 2020 / NEWS

Stocks rise despite concerns about stimulus, virus and the election

YAHOO! FINANCE TV

Lamar Villere, CFA provides insight on macro-level concerns that are impacting the market, and areas of opportunities for long-term investors.

WATCH »

SEPTEMBER 24, 2020 / NEWS

George Young's Stock Picks

TD AMERITRADE

George Young discusses growth versus value stocks, sector rotation opportunities, and importance of considering valuations in this momentum-driven market.

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Download the Black Diamond Wealth Platform app from the Apple App Store or Google Play and you will have instant access to the client portal from any of your devices.

Not signed-up yet? Please contact us at 504.525.0808 or *info@villere.com*, and we will provide you with a login and account set-up information.

For more information about the SMA client portal, please see the ***user guide*** or contact us at 504.525.0808.

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Visit the Schwab Alliance portal to view your assets under management, including monthly account summaries, tax statements, trade confirmations, and more.

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