



PRATO CAPITAL



END OF THE YEAR NEWSLETTER FROM THE CEO

Much to Be Thankful For:

As the calendar turns to December and we issue our last newsletter for 2019, we here at Prato Capital Management have so much to be thankful for. And our thanks begins with you.

As I complete my 25th year in the financial services industry, and our Firm's second year being completely independent, I reflect on why I chose this industry and this profession. First and foremost was and is my passion to serve my clients' best interest and to never, ever take my client family for granted.

We at Prato Capital feel such incredible gratitude and appreciation for the level of confidence and trust you share with us. Not a day goes by that we don't ask ourselves the single most important question any financial advisor must ask, "How can we best serve our clients in the most open and transparent fashion so we can continue to earn their trust?". While we may not speak to everyone with the same frequency, please know we care deeply for your well being and are hopeful we can earn a returned level of trust and confidence.

In this fast paced and extremely competitive industry, every day we are bombarded with campaigns claiming that some investment does better than all the rest. Not to mention the tens of millions of dollars spent each month on misleading marketing schemes such as "zero fee investing" by "for profit" financial firms.

We work diligently as a Firm to "Filter Out The Noise" so you can enjoy your life. Our focus remains on consistently raising our Firm's high standards to serve in our clients' best interest... Always. This focus on ~~the~~ client experience is what gets us up out of bed each morning and lets us end each day feeling we are successfully taking care of our family...The Prato Capital Family.

Thank you for taking the time to read this end of year message. Please look forward to our newly reformatted newsletter in January 2020 as we consistently work towards our goal of adding increased value to our relationship.

May the remainder of 2019 be blessed with the knowledge that we are thinking of you today, tomorrow, and throughout the year..

With the warmest of wishes from our firm to your home.

Gregory Prato

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President and CEO
