



# Financial Advisory Services

## An Industry Leader

Founded in 1975, PFM is a leader in providing financial services to local, state, and regional governments and non-profit clients across the United States. Service is our top priority, and it is delivered in every relationship based on our core principles of Ingenuity, Sustainability and Resourcefulness.

We provide visionaries the expertise to help them imagine—and create—a brighter future. This is why hundreds of state and local governments, health systems, universities, school districts, banks and non-profits trust PFM as their companion when navigating change and achieving tomorrow’s goals.

## Financial Advisory Services

PFM’s financial advisory business has been ranked by Refinitiv as the nation’s number one overall financial advisor in both number of transactions and dollar value for the past 22 years, advising on more than \$980 billion in total debt in over 18,000 separate transactions during that period.

Our team advises clients throughout every aspect of the capital formation and debt issuance process. We engage in:

- Capital planning
- Resource allocation
- Debt management policy development
- Revenue forecasting and evaluation
- Debt transaction management (including structuring, documentation and execution)

We are committed to developing long-term relationships with our clients and bring our vast expertise to every client we serve regardless of size or location. We have completed transactions with par amounts ranging from less than half a million to hundreds of millions of dollars.

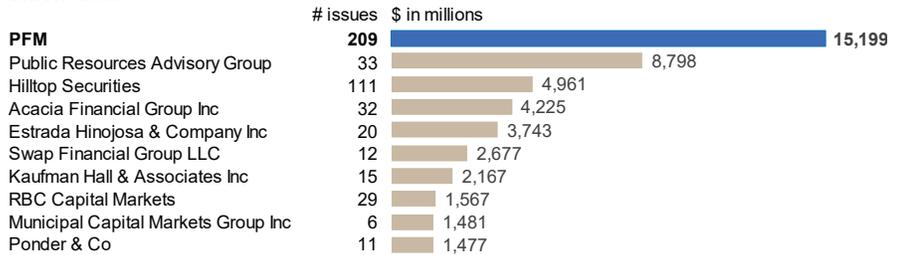
## Our Approach

PFM’s financial advisors play an active part in designing and executing the financing strategies of our clients. We see ourselves as both our clients’ partner and guide in helping to achieve their specific goals. We built our reputation by providing superior service to our clients and making their involvement in the day-to-day financing process as streamlined as possible.

### 2020 First Quarter Overall Long Term Municipal New Issues

Municipal Financial Advisory Ranking - Equal to Each Financial Advisor

Source: Refinitiv





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## Why PFM?

PFM's financial advisors serve as trusted advisors to many municipality, state and non-profit clients, assembling an impressive track record facilitating financing based on each client's specific circumstances. Governments and non-profit institutions are constantly challenged by the need to deliver more services with diminished resources. We help our clients make informed, cost-effective decisions on capital markets, investments, and municipal management.

For more than 40 years, our philosophy has been that clients' interests always come first. We take our fiduciary role very seriously, and hold ourselves to the highest standards in the industry. Our professionals are only accountable to the interest of our clients and seek to serve as an extension of your staff.

The most important quality a financial firm can give its clients is trust – the confidence of knowing that our advice is truly in your best interests.

## National in Scope, Local in Orientation

PFM couples the advantages of a national firm possessing special sector expertise with office locations all across the country, staffed by professionals who are deeply familiar with the distinct needs of clients in their region.

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1735 Market Street  
42nd Floor  
Philadelphia, PA 19103

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215.567.6100  
**pfm.com**

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