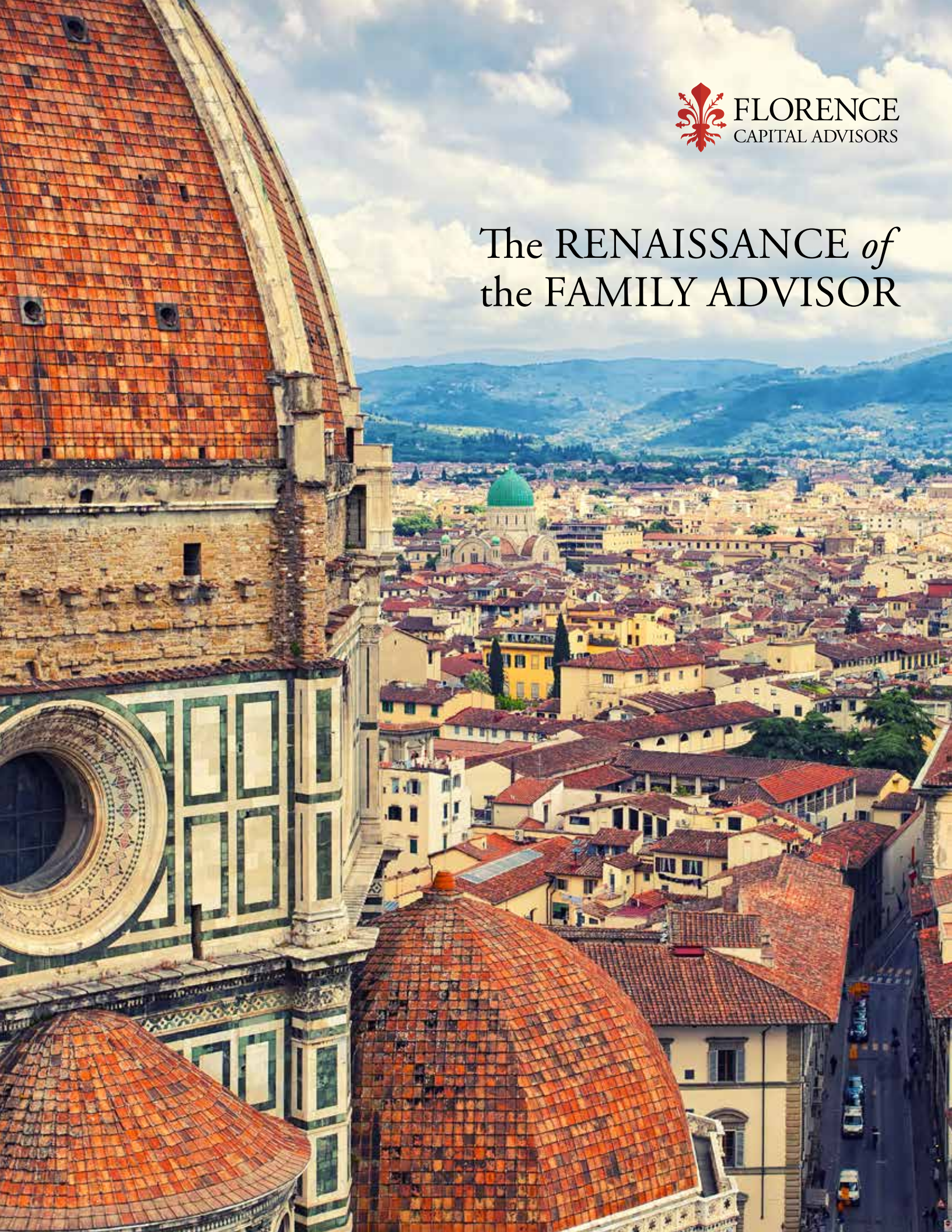


The RENAISSANCE *of*
the FAMILY ADVISOR





FLORENCE CAPITAL ADVISORS

ON OCTOBER 16, 2015, Florence Capital Advisors was born. Reflecting the spirit of Florence, Italy – birthplace of the Renaissance – Florence Capital Advisors is dedicated to progressive investing and personalized wealth management. As an independent wealth management and investment advisory firm, Florence Capital Advisors strives to offer clients a heightened level of service and expanded range of options to meet their broad and often complex needs for customized financial solutions. You're invited to review this brochure to learn more about the firm, why it is distinctively different in the world of money management and advisory services.

ENLIGHTENED WEALTH MANAGEMENT

FLORENCE CAPITAL ADVISORS delivers highly attentive service, as well as a unique – and now growing – selection of solutions that seeks to preserve capital in challenging markets, create wealth when opportunities arise and help our clients achieve their financial objectives.

Why have you launched the firm?

To ensure that our valued clients are always provided with the highest levels of service and performance. As an independent firm, Florence Capital Advisors is at liberty to source the most innovative investment products and services available in strict alignment with our clients' needs. Without constraints imposed by corporate mandates, policies or limitations, the firm can nimbly tap an expanded array of investment offerings and leverage the most progressive intellectual capital, thus assisting our clients in achieving their financial objectives. Technological advancements and an open architecture platform mean that an advisor need not be tied to one financial firm in order to be resource-rich and operationally supported.

What are the benefits of the independent model?

The move to independence is predicated on assuring clients the genuine objectivity of advice and direct access to a comprehensive platform of offerings from leading financial services providers. Florence Capital Advisors has entered into strategic partnerships that afford us complete access to leading global products and services. This includes advantageous and flexible lending solutions, risk mitigation techniques, estate planning strategies and transparent pricing, ultimately putting our clients first.

INDEPENDENCE *fosters*
UNCONDITIONAL OBJECTIVITY,
COLLABORATION *and* TRUST.

How will this change affect the financial services you offer?

Being independent equips us to capitalize on a wider scope of best-in-class products and services from around the world. It allows increased focus on unique investment opportunities in the areas of tax-efficient investing, private equity, direct and co-investing as well as strategic planning for clients seeking to source capital and for those wishing to monetize assets. As your fiduciary, we are obligated to align our advice and strategies with your objectives and goals.

Where will my assets be held?

As an independent investment adviser, Florence Capital Advisors will not be holding your assets. We have selected Pershing Advisor Solutions LLC as the custodian. Pershing's state-of-the-art technology, a highly reliable and scalable infrastructure, host of innovative products and services and high-touch dedicated client model make it a compelling partner for us and outstanding custodian for your assets. In addition to streamlined reporting services, Pershing offers clients a full global custody platform that includes such services as online multicurrency reporting, portfolio accounting and proxy services. It is an affiliate of Pershing LLC, the industry's largest clearing provider, whose parent, BNY Mellon, is the largest custodian in the world with \$28.5 trillion in assets under custody and/or administration (as of March 31, 2015).

Does the custodian offer banking and cash management services?

Pershing offers account and reporting services such as direct deposit, online bill pay, customized operational alerts, instant online access to detailed account information and online cash management. In addition, our custodian offers in-depth reporting that includes cost-basis recordkeeping, realized gain or loss data, electronic delivery of statements, trade confirmations and tax reports. You have full access to all of these services when you open an account with the custodian.

A new firm with HEIGHTENED CAPABILITIES,
BROADER ACCESS TO UNIQUE *and*
GROWING INVESTMENT OPPORTUNITIES
and STEADFAST DEDICATION TO OUR CLIENTS.

Will there be regulatory oversight of my assets?

Absolutely. Florence Capital Advisors is registered with the SEC and subject to strict rules regarding its fiduciary responsibility. Our firm follows the most prudent investor practices and represents your best interests at all times.

How does an independent firm provide comprehensive services?

As an independent firm, Florence Capital Advisors has the freedom and ability to choose any strategic partner organizations we feel meet your needs and facilitate its management most ideally. We have chosen the best partners and will leverage their expertise and product base to deliver an elite client experience.

Who is managing operations while you're focused on serving clients?

Florence Capital Advisors has selected Dynasty Financial Partners to automate many of the back-office administrative processes so we can focus on delivering the high-touch, boutique service you have come to expect.

Who is Dynasty Financial Partners?

Dynasty Financial Partners is the premier integrated platform provider for the wealth management industry's top independent advisors. We chose Dynasty because its established leaders and innovators have assembled the operational resources, technological solutions and broad selection of products and services needed to deliver a seamless experience to our clients. As a network of independent investment firms, Dynasty leverages its collective size to secure advantageous pricing and execution. Moreover, Dynasty allows us to preserve our autonomy, flexibility and entrepreneurial vision.



FLORENCE
CAPITAL ADVISORS

1270 Avenue of the Americas
Suite 2114
New York, NY 10019
212.202.3295
646.565.4649 fax

www.FlorenceCapital.com

IMPORTANT NOTICE

Pershing LLC is a registered broker-dealer, and is not affiliated with Florence Capital Advisors or any advisor(s) whose name(s) appear(s) here. Florence Capital Advisors is independently owned and operated. Regardless of any referral or recommendation, Pershing LLC does not endorse or recommend the investment strategy of any advisor. Pershing LLC has agreements with Florence Capital Advisors under which Pershing LLC provides Florence Capital Advisors with services related to your account. Pershing LLC does not review the Florence Capital Advisors materials, and makes no representation regarding information contained in the Florence Capital Advisors marketing materials, which should not be considered to be either a recommendation by Pershing LLC or a solicitation of any offer to purchase or sell any securities.

This brochure contains general information that is not suitable for everyone. The information contained herein should not be construed as personalized investment advice. Past performance is no guarantee of future results. There is no guarantee that the views and opinions expressed in this newsletter will come to pass. Investing in the stock market involves gains and losses and may not be suitable for all investors. Information presented herein is subject to change without notice and should not be considered as a solicitation to buy or sell any security. This brochure contains information derived from third-party sources. Although we believe these sources to be reliable, we make no representations as to the accuracy or completeness of any information prepared by any unaffiliated third party incorporated herein, and take no responsibility therefore.

Florence Capital Advisors ("Florence Capital Advisors") is an SEC registered investment adviser with its principal place of business in the State of New York. Florence Capital Advisors and its representatives are in compliance with the current registration and notice filing requirements imposed upon registered investment advisers by those states in which Florence Capital Advisors maintains clients. Florence Capital Advisors may only transact business in those states in which it is notice filed, or qualifies for an exemption or exclusion from registration/notice filing requirements. This brochure is limited to the dissemination of general information pertaining to its investment advisory services. Any subsequent, direct communication by Florence Capital Advisors with a prospective client shall be conducted by a representative that is either registered or qualifies for an exemption or exclusion from registration in the state where the prospective client resides. For information pertaining to the registration status of Florence Capital Advisors, please contact Florence Capital Advisors or refer to the Investment Adviser Public Disclosure web site (www.adviserinfo.sec.gov).

For additional information about Florence Capital Advisors, including fees and services, send for our disclosure statement as set forth on Form ADV from Florence Capital Advisors using the contact information herein. Please read the disclosure statement carefully before you invest or send money.