

The Strength of Baird at Work for You

Over the past century, Baird has remained a trusted partner by keeping clients' interests first – always. The current environment of uncertainty surrounding COVID-19 is an important time to reiterate our commitment to you. In fact, we've created the [Strength of Baird](#) page to help detail what we're doing to ensure continuity of your financial needs, and to highlight the latest market perspectives from our experts.

We Are Prepared

We expect the financial markets to remain uncertain until more is known about COVID-19, how and when it will be contained, and its full impact on the global economy. Volatility is likely to continue here in the near term. But, importantly, Baird has helped clients navigate their financial goals through some of the most difficult environments in market history, and we'll do the same for you now.

We Are Here for You

Our focus on risk mitigation is constant and reflected in the comprehensive wealth management advice we provide, as well as the effort we put into business continuity planning. Over the past 100 years and up through the recent days, we've taken several important steps to ensure we remain ready to meet your investment needs.

- Being privately held and independent has enabled us to grow and manage our firm conservatively – building a balance of diversified businesses to help insulate our firm against periods of volatility like we're experiencing now.
- We're working with industry associations and the trading exchanges to ensure our business continues to operate smoothly.
- We have plans in place that enable our associates to work from home without disruption. When the phone rings, we'll be there for you.

We understand this is a difficult time where you may be concerned about your personal health, the safety of your family, and navigating your daily life. We want you to be able to focus on those important things with confidence that your financial interests are in good hands.

We Are Baird

While no one is sure how long this market volatility will persist, we remain committed to being the best financial partner. If you have questions about your personal financial situation – please don't hesitate to reach out directly to your Financial Advisor.

As always, thank you for your continued trust and confidence in Baird.



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