

*As Seen in The Wall Street Journal*



# Loring, Wolcott & Coolidge Office

*Preserving and enhancing financial legacies*

**T**he principals at Loring, Wolcott & Coolidge are called trustees because they value the trust of their clients above all else. “Our business is more than pure investments. As trustees, we are at the nexus of where the volatility of markets and the volatility of peoples’ lives meet,” says David Boit, president and a trustee with the firm since 2001.

Just as the client base is highly diverse, so are the trustees at the firm. “Our trustees come from very different backgrounds in terms of experience,” says Boit. “They have very different personalities because we recognize that clients are different, and that trustees need to be matched well to the client.” Trustees range from their mid-30s to mid-70s with typically two trustees involved in every client relationship. With the support from a team of skilled professionals, trustees offer a variety of family office services, including wealth transfer strategies and estate settlement.

While trustees’ ages, experience, gender and personalities may vary, they share a common fiduciary approach according to Boit: “Our advice, sense of prudence and investment perspective are really quite similar.”

“We sit at the intersection of two industries—investment management and the trust world,” says Boit. Trustees serve as investment managers, as well as trusted advisors addressing a wide range of personal financial concerns. “Our investment strategy is predominantly focused on equities,” says Boit. “Primarily we serve individuals and families and more than 90% of the assets we manage are taxable. Our position is that clients should have as much money in high-quality growth stocks as their risk tolerance allows.”

As investment advisors, trustees at Loring, Wolcott & Coolidge Office work collaboratively. Regular trustee and investment meetings provide the opportunity to leverage their combined experience and insight to benefit all clients. “It’s a very collegial

environment that is managed in a consensual fashion,” explains Boit. “We make most of the major decisions as a team.”

Importantly, all portfolios at the firm are individually managed. They do not run model portfolios nor generally outsource investment management, thereby ensuring clients are only subject to one layer of fees. The fact that portfolios are tailored for the client also allows for the firm to cater to those clients who want to join the growing number of investors seeking to invest in companies that do business in a way that values people and the planet, as well as profits. This is where The Sustainability Group comes in. “About 25% of our assets are in our Sustainability Group. We started that effort over 25 years ago when Amy Domini joined us as a trustee,” says Boit. Domini works with individuals to integrate social or ethical criteria with traditional analysis into their investments.

With a history dating back to the 19th century clipper ship era, the trustees at Loring, Wolcott & Coolidge make a career commitment to their clients and the firm, forging longstanding relationships based on trust and familiarity with each client’s goals and priorities. “This kind of continuity is structural in terms of how we operate,” adds Boit. “We have a stated policy of remaining independent. We offer the benefits of a boutique investment firm with much greater continuity than the large banks. It’s challenging to find this all in one place at competitive rates and find it for a long, long period of time,” adds Boit.

**LORING, WOLCOTT & COOLIDGE OFFICE**

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