

B	I	N	G	O
8	26	45	51	72
9	25	34	47	67
15	22	FREE	49	75
6	27	31	60	70
10	29	37	54	68

Professional Bingo Players Could Get Game

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Hiring a consultant to select an investment manager is like paying a professional Bingo player. Netting out consulting fees, the odds of winning are reduced and the fun of playing is lost. It's a waste all around. Imagine what it would be like if all Bingo players hired professionals. All the best Bingo cards would be taken.

This sad analogy could end if consultants stepped up their game. Antiquated manager due diligence tools fail to differentiate between winners and losers, so losers are hired and winners are fired. It's like evaluating Tiger as a bowler – slice that turkey Tiger! Indexes and peer groups do not work, but there are newer 21st Century scorecards that can help.

For those who are willing to think outside the box, custom benchmarks and custom peer groups separate the winners from the losers. Those worn out Bingo cards could be replaced by Ouija Boards. Then we got game.

For more information on custom benchmarks and custom peer groups, please see "A Fresh Look at Performance Evaluation: Unifying best practices to improve timeliness and reliability" by Ronald Surz, *Journal of Portfolio Management*, Summer 2006.



Warning! Peer Groups and Generic Indexes Are Hazardous to Our **Wealth**