



Drew Horter is founder and CEO of Horter Investment Management.

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Cincinnati investment management firm's business to soar from new contract

By Steve Watkins – Staff Reporter, Cincinnati Business Courier
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A fast-growing investment management firm in Symmes Township has signed a contract that should spur even more growth.

Horter Investment Management has reached an exclusive deal with National Pension Corp. to serve as exclusive registered investment adviser for that firm's clients who roll over their 401(k) plans into IRA plans before they retire.

The deal should help Horter pick up about 50 new investment advisers across the country over the next year, Drew Horter, the firm's founder and CEO, told me. Horter has about 350 affiliated investment advisers around the country. The company provides an asset management platform to handle investments for those advisers. It also trains advisers in areas such as how to market their firm, manage staff and help build a successful organization, Horter said.

"This is an opportunity for us to educate our current advisers and to show other advisers how to do this," Horter said.

National Pension found a little known legal strategy within the law that allows investors to use the legal system to transfer money without penalty from a 401(k) or other qualified plan to an IRA before they turn 59 1/2, Horter said. The law typically prohibits that kind of transfer unless the account holder pays a significant penalty. Some investors might prefer to put their funds in IRAs to give them far more flexibility and investment options than 401(k) plans, which provide limited investment options.

"This is a viable opportunity for you to get control of your assets," Horter said.

National Pension's deal with Horter means it will only provide education to Horter advisers on how to make that shift in assets from a 401(k) to an IRA. Horter believes that means his firm will pick up dozens of new advisers who want to be able to offer that service to their clients.

"This will give us more advisers and more assets," Horter said.

His firm manages nearly \$1.4 billion in assets. That figure has grown by about 25 percent this year, he said. He's hoping that number will climb to near \$2 billion next year, partly as a result of the National Pension deal.

Shifting assets from a 401(k) to an IRA isn't cheap because it goes through the court system. It runs from \$1,000 to \$2,500 to make the switch, Horter said. For that reason, he doesn't recommend clients make that change unless they have at least \$200,000, or less if necessary, in their 401(k) or other qualified plan.

Horter's growth prompted it to move into a \$5 million, 25,000-square-foot building last year.


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