

Distinctive Solutions for Educational Institutions





Trusted Guidance for Academic Organizations

Servicing a broad array of academic organizations, we provide trusted advice and customized solutions by combining the fresh thinking of a consulting boutique with the deep knowledge and experience of Morgan Stanley.

We ensure the right consultants are in the seat from the first day you meet. You'll get a deeply experienced team who will take the time to truly understand your institution, develop innovative strategies to address your challenges, and build a long-term relationship based on trust.

Our Education Clients

Graystone works with a broad range of academic institutions representing \$10.9 billion in total assets under management.¹



Colleges



Universities



K-12



**Private Educational
Institutions**



The Graystone Consulting Advantage

Guiding You Through Complexity

We provide customized, innovative, flexible solutions to help academic organizations meet their most sophisticated financial needs while building long-term partnerships based on trust.

Providing Boutique Service on a Global Scale

We combine the fresh thinking, nimbleness and spirit of a modern consulting boutique with the deep knowledge and experience of Morgan Stanley. You'll get experience consultants who take the time to truly understand you and your organization and develop innovative strategies to address your challenges.

Acting as an Independent and Objective Fiduciary Partner

Our extensive open investment architecture platform empowers us to deliver objective, unbiased advice and maintain complete fiduciary independence. We work solely for your interests to help you build lasting financial security for your organization, your mission and your people.

Connecting You to All the Resources of Morgan Stanley

We put the financial resources of Morgan Stanley's vast research network to work for each client. This expertise allows us to keep you informed on trends that are shaping the regulatory and macroeconomic environments while providing you access to a world-class set of complementary financial services.





Access to Morgan Stanley's Comprehensive Corporate Solutions

Defined Contribution Consulting

Guidance for sponsors of 401(k) and other defined contribution plans in designing and overseeing their organizations' plans and helping employees prepare for retirement.

Defined Benefit Consulting

Comprehensive consulting to help protect participants and support organizations' financial health by helping to improve funding ratios, minimizing funded status risk or de-risking portfolios.

Nonqualified Deferred Compensation Plans

Customized, integrated plans designed to attract and retain executives and other key employees.

Executive Services

Specialized guidance and tailored solutions to help meet the financial needs of executives.²

Corporate Cash Management

Corporate liquidity solutions to support corporate growth and stability.

Investment Banking & Capital Markets

Access to expert corporate finance advice and solutions.



The Graystone approach is backed by the strength of Morgan Stanley

We combine local expertise and global resources to help our clients make informed, confident investment decisions.



**\$614.2
BILLION**

in total institutional
assets under
management³



**50+
YEARS**

of experience advising
institutional clients



**280+
CONSULTANTS**

serving institutional
clients⁴

Deep research drives our investment approach

The scale and depth of our in-house research is the foundation of our open-architecture investment platform.



~65

analysts dedicated to
manager analysis⁵



4,800+

strategies monitored
per year⁶



~400

investment manager
relationships⁵



Let's Talk

We look forward to starting the conversation on how we can help.

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¹ As of December 31, 2023.

² Certain products and services require individual Morgan Stanley Wealth Management accounts. Tax laws are complex and subject to change. Morgan Stanley Smith Barney LLC ("Morgan Stanley"), its affiliates and Morgan Stanley Financial Advisors or Private Wealth Advisors do not provide tax or legal advice. Individuals are urged to consult their personal tax or legal advisors to understand the tax and legal consequences of any actions, including any implementation of any strategies or investments described herein.

³ As of December 31, 2023. Mandates include all Assets Under Management and Assets Under Advisement.

⁴ As of December 31, 2023.

⁵ As of March 2024. Source Global Investment Manager Analysis (GIMA).

⁶ Global Investment Manager Analysis (GIMA), March 2024. Investments and services offered through Morgan Stanley Smith Barney LLC. When Morgan Stanley Smith Barney LLC, its affiliates and Morgan Stanley Financial Advisors and Private Wealth Advisors (collectively, "Morgan Stanley") provide "investment advice" regarding a retirement or welfare benefit plan account, an individual retirement account or a Coverdell education savings account ("Retirement Account"), Morgan Stanley is a "fiduciary" as those terms are

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