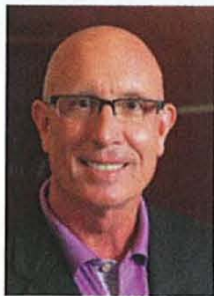


# ECONOMIC YEARBOOK 2012

County-by-County Stats • Jobs • Businesses to Watch • What's Hot, What's Not

# Florida Trend

THE MAGAZINE OF FLORIDA BUSINESS



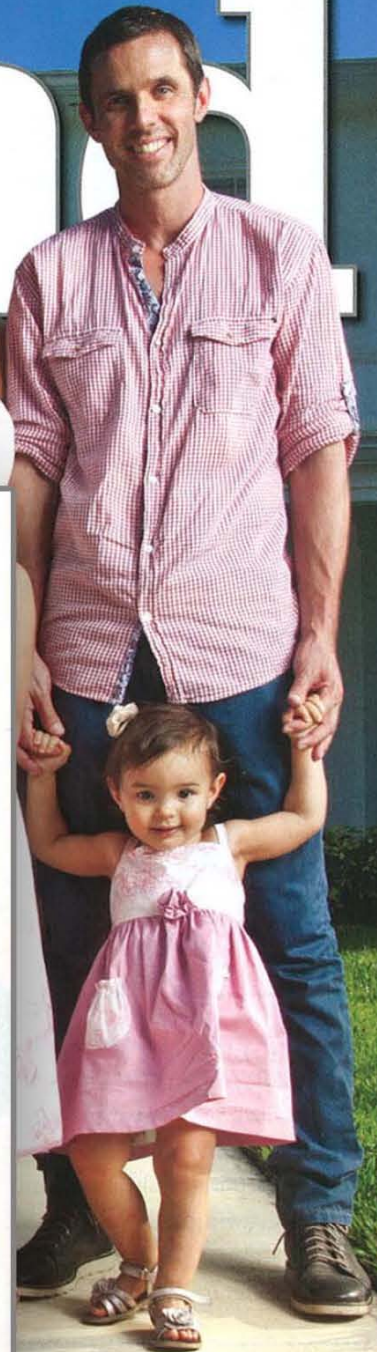
## ◀ Mike Davis

Founder / CEO

Resource Consulting  
Group

Orlando

"We recommend an allocation of stocks and bonds based on each client's time horizon and risk tolerance. If we recommend a 60/40 mix of stocks and bonds, we will rebalance when things get out of whack, but we don't do it in anticipation of changes in the economy or markets. The emerging markets had a horrible year in 2011. We had trimmed holdings in January 2011 because this asset class had done well for several years and had outgrown our target allocation. We put that money in underweighted U.S. large value and small value equities. Now, since the markets have done well in the last quarter of 2011 and early 2012, we're selling equities and buying bonds. Our clients have nine or 10 equity mutual funds in their portfolios, divided between U.S. and foreign stocks, value stocks, small-cap and large-cap stocks and, for some clients, REITs. We also invest in three bond funds but keep the credit quality high and the maturities on the short end. We don't keep cash intentionally because it's a drag on long-term returns."



The Hoefflinger family bought their Miami Shores house last year for less than half of what it sold for five years ago.