

As Seen in The Wall Street Journal



The DRL Group

Providing Clarity to the Fixed Income Markets

For 22 years, David Loesch, founder of The DRL Group, has been laser-focused on becoming a master of one thing: honing his expertise in the fixed income municipal bond markets. “We like to say we are masters of one, not masters of none,” says Loesch.

To that end, Loesch chose to dedicate his career to becoming a specialist in the fixed income arena. “Clients can expect this singular focus from the DRL Group,” says Loesch. “We specialize in the bond market, helping provide fixed-income solutions for our clients. There are many financial advisors who try to be a jack of all trades,” says Loesch. “But they are not well-versed in one particular area. We have in-depth knowledge of our one area, and that’s what differentiates us from many boutique shops as well as the larger firms.”

To accomplish the goal of sourcing the most appropriate bonds for each individual client at an optimal rate of return, The DRL Group uses its state-of-the-art technology along with a great team to provide clients access to both the primary and secondary bond markets. In layman’s terms, Loesch explains, “We focus on the ‘bid’ side of the transaction, buying securities on the wholesale level, rather than the ‘offer’ side which is where most of the retail clients buy bonds.” This provides clients with efficient pricing because the firm can execute trades on both the buy and sell side of the transaction in a dealer capacity, which in most cases, could result in better pricing and increased yields. “Clients will receive a slightly higher rate of return when they deal with us because we are the dealer, we are taking what is traditionally known as the retail broker mark-up out of the transaction.”

With investable assets in excess of \$5 to \$100 million, many of the firm’s clients have experience in running companies. “Our clients are

typically sophisticated investors”, he explains. “Most of our clients either run companies and/or have had significant liquidity events and they understand the markets and the risks involved within the various asset classes.”

Loesch says that his clients are also concerned about interest rates. “I have a conversation every day about interest rates,” he says. “It’s a complex topic to discuss, and often people leave money un-invested or under invested because they are trying to forecast interest rates. However the cost of waiting is sometimes more expensive than people think.”

It’s this deep understanding of fixed income securities, financial markets and human behavior that enables Loesch and his team to develop long lasting relationships built on trust with his clients. “We try to provide the best execution for our clients, and we strive to select the right securities that match up with their objectives while delivering the best possible yield,” he says.

For Loesch, the highest compliment he receives from clients is: ‘I feel like you’re family.’ He adds, “I really love what I do, and it’s very humbling when someone feels this way.”

Securities offered through WFG Investments, Inc., Member FINRA & SIPC

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