

# THE JOURNAL RECORD

## Trust Company seeks growth for OKC office

By [Kirby Lee Davis](#)

Kirby Lee Davis is the Tulsa Bureau Chief for The Journal Record. Contact him at 918-295-4982.

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David Stanley with the Trust Company of Oklahoma.  
(Photo by Maik Sabolich)

TULSA - The Trust Company of Oklahoma has targeted nearly fivefold growth for its Oklahoma City office.

The Tulsa-based company hired David Stanley, the former senior vice president and senior regional investment officer for Arvest Bank, to take over management of its Oklahoma City regional office. Trust Company also operates two offices in Tulsa and one in Muskogee.

"While we have had some success in Oklahoma City, we are much larger in Tulsa," said Senior Vice President and Chief Investment Officer James F. Arens II in an email. "We are confident that David will help us grow that office and leverage the capabilities that we have as a company."

Stanley's seven-employee office at 6307 Waterford Blvd., Suite 215, oversees more than \$200 million in assets for some 250 clients. That Oklahoma City portfolio represents about a tenth of the parent company's \$2.4 billion assets under management.

"We do have a very aggressive goal," said Stanley, a 22-year industry veteran who on March 1 became a senior vice president with the Trust Company. "My personal goal is that we would be a billion-dollar shop within five to 10 years."

The conservative financial operator expects to achieve that target via two equally conservative, time-honored methods - word of mouth and print advertising.

The Trust Company hired the Tulsa communications specialists at Schnake Turnbo Frank to develop an ad campaign to launch later this year. Stanley said it will focus primarily on print publications.

"We have not relied on social media," the 45-year-old said. "Typically our client base isn't big users of that."

While the firm has high expectations for that campaign to introduce the Trust Company to potential clients, Stanley put equal emphasis on customer service, client recommendations and other more traditional, personal methods.

"In the high-net-worth audience, it is definitely word of mouth within the community that people look up names with," he said in a telephone interview. "What we're after is people who are looking for a conservative money manager that really has the same interest they do. We're not commissioned. Our fees are based on the market value of the assets actually under management. Our income goes up when our clients' income goes up and our income goes down when our client's income goes down. It puts us in the same table as them."

While the Trust Company may pick best-of-breed mutual funds for investors interested in international stocks, Stanley said its staff of six investment managers generally prefers to investigate and buy large-cap multinational company stocks, holding them for three to five years.

"Our style is not sexy," he said. "We're going to have about a 25-percent turnover each year in our names. Ninety-five percent of our gains are going to be long-term."

"We're not a money manager that tries to time the market," he said. "Over a five- to 10-year period of time we feel like that's a losing game. We are fundamental investors."

While that may promise lower annual returns than investors may have expected in past years, Stanley expects the Trust Company's more stable returns to hold greater appeal under today's far more volatile economy.

"If something fundamentally breaks down on something we own, we're going to get out of it, but if not we're going to own that name until we have mined the value we saw in it," he said.

Stanley sees Trust Company's independence and upfront fee approach as primary strengths in this environment.

"I really see a renaissance for the trust industry as a whole," he said. "I think this is a time people are going to embrace more conservative money management again and with a fee they can actually see. I think a lot of that money is going to come back to us."

"We can be single-mindedly aligned with our clients," he said. "We don't have any other outside force trying to change that."

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