

Allodium

[uh-**loh**-dee-uh m]

noun, plural **allodia**

1. (history) lands held in absolute ownership, free from such obligations as rent or services due to an overlord.

allodium. (n.d.). Collins English Dictionary - Complete & Unabridged 10th Edition. Retrieved August 17, 2017 from Dictionary.com website <http://www.dictionary.com/browse/allodium>

People often ask us “What does **Allodium** mean?” or “Why did you name your firm Allodium?” We initially established our firm because we wanted to provide the highest standard of fiduciary care in serving our clients, free from the influence of banks, brokerage firms, and other service providers. Our goal was to offer unbiased, conflict-free advice and to always act in the best interests of our clients. We spent some time looking for a name that would reflect our unique position as an independent, fee-only investment advisor.

Allodium is defined by the Collins English Dictionary as “lands held in absolute ownership, free from such obligations as rent or services due to an overlord.” Contrast the **allodial** system of independent land ownership with the feudal system which required allegiance to an overlord through servitude. We believe that the concept of allodium represents the philosophical foundation of our firm’s fiercely independent approach to investment advice, unrestricted by the conflicts of interest that plague the Wall Street banks and brokerage firms.

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