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January 16, 2015

Role of the Underwriter in the Municipal Marketplace

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Formulation of a Scale

Market Conditions

Issuer Name

Location of the Credit/Issue, Size, Rating

Structure

Comparables

The MMD Effect

Co-Manager Input/Price Views

The Premarketing Process

- Send out a wire to Co-Managers and Internal Sales force
- Have a dialogue with the investor universe to gauge interest
- Establish a solid handle on potential investors as well as those not participating and why



Pricing the Transaction

- The Order Period
- Dissemination of the Pricing Wire
- Order Entry
- Tabulation of Orders



• Make adjustments and communicate those adjustments to investors



Making a Bid to Underwrite

• Purchase the bonds upon terms and conditions mutually acceptable to the issuer and the underwriter(s) pursuant to the bond purchase agreement. Allot bonds pursuant to established priority of orders.



- Group Net Order is one where the sales credit for the order is shared by members of the syndicate, based on their participation. A member may designate their orders as a group net order to give them a better chance of being filled.
- A Net Designated order entered by an institution for a new issue of municipal bonds states which firm is going to get the sales credit for the order.

PRIORITY OF ORDERS AS FOLLOWS:

- 1. Group Net
- 2. Member Priority Policy:

The Senior Manager requests the identification of all priority orders at the time the orders are entered.

Syndicate Liability

Firm A 40%

Firm B 20%

Firm C 20%

Firm D 20%

Group Net vs. Net Designated

PRIORITY OF ORDERS AS FOLLOWS:

- 1. Resident of the District
- 2. Net Designated
- 3. Member

RETAIL REQUIREMENTS:

- 1. A "District Resident" retail order is defined as an order submitted on behalf of an individual residing within the boundaries of the District.
- 2. Retail orders DO NOT include trust departments, money managers or investment advisors.
- 3. Zip codes will be required for all retail orders submitted.
- 4. The District, the Financial Advisor reserve the right to verify all "District Resident" retail orders.

PRIORITY POLICY:

The Senior Manager requests the identification of all priority orders at the time the orders are entered.

- 1. At least 4 firm(s) must be designated.
- 2. No firm may receive more than 50.00% of any designation.
- 3. Each designee must receive a minimum of 10.00% for each priority order.

The Senior Manager will pay out all designations.

Syndicate Liability

Firm A 40%

Firm B 20%

Firm C 20%

Firm D 20%