



BACKED BY  
**MORE THAN 200 YEARS**  
**OF COLLECTIVE EXPERIENCE**  
**BUILDING, STRENGTHENING**  
**& DEFENDING, REPUTATIONS**



Fallston Group is a reputation agency with a robust set of services which can be deployed on demand, bundled according to business objectives, or developed in a holistic, strategic, and specific system through its newest offering, **REPEQUITY**.

**2009**

FALLSTON GROUP FOUNDED BY ROB WEINHOLD, CHIEF EXECUTIVE

**200+ YEARS**

COLLECTIVE EXPERIENCE AMONGST FALLSTON GROUP EXPERTS

**175+ CLIENTS**

FALLSTON GROUP RELIES ON A RELATIONAL APPROACH TO ITS WORK AND A SELECTIVE APPROACH TO GROWING ITS PORTFOLIO

**RANGE WITHIN REASON**

FALLSTON GROUP CLIENTS SPAN THE PUBLIC, PRIVATE, NON-PROFIT, AND GOVERNMENT SECTORS, AND COVER A RANGE OF MARKETS. STILL, FIT IS FUNDAMENTAL AND THE GROUP PLACES GREAT VALUE ON ALIGNMENT WITH CLIENTS AND THEIR MISSION

**2022**

FALLSTON GROUP INTRODUCES **REPEQUITY** IN AN INNOVATIVE MOVE TO RESHAPE THE WAY ORGANIZATIONS VIEW, MANAGE, AND LEVERAGE THEIR REPUTATION

**ROB WEINHOLD**

CHIEF EXECUTIVE  
 ROB@FALLSTONGROUP.COM

**Ratio between rational and emotional considerations in driving brand preference**



SOURCE: ADAGE

60:40 (rational:emotional) 20:80 (rational:emotional)

**REPEQUITY** is a proprietary system of service elements designed and implemented exclusively by Fallston Group to:

- Deliver a 360° perspective and personalized approach to reputational equity optimization.
- Move clients from a reactive stance to a proactive stance. Uncover and address risks and smoldering issues before they progress and cost valuable reputational equity.
- Protect clients' strategy, focus, and resources.
- Equip client teams with the knowledge, skills, and insight to control their position in the marketplace... even in the face of crisis.
- Preserve and grow clients' valuation.

**FALLSTONGROUP.COM**  
 INFO@FALLSTONGROUP.COM





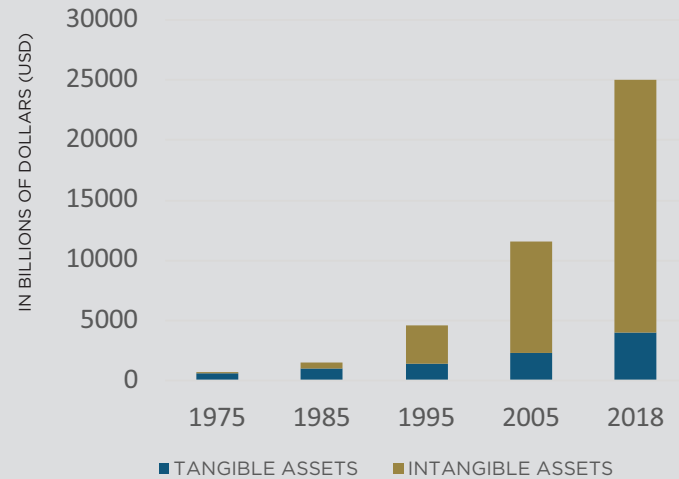
Fallston Group was founded in 2009 with a single and simple objective – to build, strengthen, and defend reputations.

As the world and consumer behavior have evolved over the years, the firm has adapted and expanded. Along the way, Founder & Chief Executive Rob Weinhold has relied on Fallston Group’s relational approach as its single most important guiding principal and cornerstone.

In addition to representing and protecting more than \$2 billion in revenues on behalf of its clients over the years, the group takes enormous pride in preserving and restoring clients’ integrity and hope - even in the face of life’s most challenging moments. At the center of every interaction with a client or prospect is trust and gratitude for partnership. And at the surface is steadfast control and confidence backed by more than 200 years of collective experience.

## TANGIBLE VS. INTANGIBLE ASSETS FOR S&P 500 COMPANIES

(YEARS 1975-2018)



Today, intangible assets including brand, reputation, Intellectual Property, & relationships account for 80%+ of total valuation.

### \$1 IN EVERY \$5 OF MARKET CAPITALIZATION

is now accounted for by the confidence underpinned by company reputations according to the U.S. Reputation Dividend Report.

**ROB WEINHOLD**  
CHIEF EXECUTIVE  
ROB@FALLSTONGROUP.COM

Today, more than 80% of an organization’s marketplace value comes from intangible assets such as brand equity, intellectual capital and goodwill.

Operating at the intersection of leadership, strategy, and communications, Fallston Group maximizes those intangibles.

Though the topic of reputation has steadily gained visibility and value at the highest organizational levels over the last decade, the vast majority continue to manage reputation from a reactive stance. As a result, their reputation is unnecessarily vulnerable; more likely to be consumed by the decisions they make when faced with adversity. And control over strategy and valuation suffers.

**REPEQUITY** was designed to move organizations from a reactive stance to a proactive stance, and in doing so, enable them to grow and leverage their reputational equity.

**FALLSTONGROUP.COM**  
INFO@FALLSTONGROUP.COM

