



# Investment Process

Prepared for:

Name: \_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_

Some products are not suitable for all investors and involve significant risks. You should consider the fund's investment objectives, risks, and charges and expenses carefully before you invest.

## **Mutual Funds**

*Mutual fund investing involves risk. Principal loss is possible.* Mutual funds can offer the advantages of diversification and professional management. But, as with other investment choices, investing in mutual funds involves risk, fees and taxes will diminish a fund's returns. Mutual funds are **not** guaranteed or insured by the FDIC or any other government agency — even if you buy through a bank and the fund carries the bank's name. You can lose money investing in mutual funds. Past performance is not a reliable indicator of future performance. All mutual funds have costs that lower your investment returns.

## **ETF**

*ETF investing involves risk. Principal loss is possible.* ETF or Exchange traded fund describes the broad class of funds, excluding closed-end funds, which trade throughout the day over an exchange. ETFs have low annual expenses, but you must pay commissions to trade them. ETFs do not redeem shares for cash, and thus do not need to sell securities (possibly realizing capital gains) to pay investors who redeem their shares. They are typically more tax-efficient than mutual funds. Unlike closed-end funds, ETFs market prices usually closely track their NAVs. Most ETFs are index funds.

## **Money Market Funds**

Money market funds have relatively low risks, compared to other mutual funds (and most other investments). By law, they can invest in only certain high-quality, short-term investments issued by the U.S. government, U.S. corporations, and state and local governments. Money market funds try to keep their net asset value (NAV) — which represents the value of one share in a fund — at a stable \$1.00 per share. But the NAV may fall below \$1.00 if the fund's investments perform poorly. Investor losses have been rare, but they are possible. Money market funds pay dividends that generally reflect short-term interest rates, and historically the returns for money market funds have been lower than for either bond or stock funds. That's why "inflation risk" — the risk that inflation will outpace and erode investment returns over time — can be a potential concern for investors in money market funds.

## **Hedge Funds**

*Hedge Fund investing involves risk. Principal loss is possible.* Like mutual funds, hedge funds pool investors' money and invest the money in an effort to make a positive return. Hedge funds typically have more flexible investment strategies than mutual funds. Many hedge funds seek to profit in all kinds of markets by using leverage (in other words, borrowing to increase investment exposure as well as risk), short-selling and other speculative investment practices that are not often used by mutual funds. Unlike mutual funds, hedge funds are not subject to some of the regulations that are designed to protect investors. Depending on the amount of assets in the hedge funds advised by a manager, some hedge fund managers may not be required to register or to file public reports with the SEC. Hedge funds, however, are subject to the same prohibitions against fraud as are other market participants, and their managers owe a fiduciary duty to the funds that they manage. Hedge fund investors do not receive all of the federal and state law protections that commonly apply to most mutual funds. For example, hedge funds are not required to provide the same level of disclosure as you would receive from mutual funds. Without the disclosure that the securities laws require for most mutual funds, it can be more difficult to fully evaluate the terms of an investment in a hedge fund. It may also be difficult to verify representations you receive from a hedge fund.

## **SMA**

*SMA investing involves risk. Principal loss is possible.* A privately managed investment account opened through a brokerage or financial advisor that uses pooled money to buy individual assets. This differs from a mutual fund because the investor directly owns the securities instead of owning a share in a pool of securities. Most separate accounts require a minimum investment of \$100,000 or more.

**Past Performance is no guarantee of future results. Investments are subject to risk, and any of our firm's investment strategies may lose money. Asset allocation neither assures a profit nor guarantees against loss in a declining market. There are no assurances that any strategy will meet its objectives.**



# Investment Model Overview

The investment strategy we build is simple but powerful: Our philosophy is to win by not losing. The portfolios developed are managed on spreads between up-captures and down-captures. That is, we aim to capture a greater proportion of the market's up movements, while minimizing capture of down movements. We believe that over a longer period of time this method of investing will help investors keep emotions under control, thus keeping assets invested and avoiding capitulation. The core of our investment strategies is based on the idea that avoiding a market precipice is essential to success, because the less the investor loses during downturns the less they have to make up when the market rebounds. The promotion of growth in our portfolios is always important, and protecting against full participation in downward moves serves this objective.

## Our Research

Our firm utilizes an institutionally-based analytical process that reviews and analyzes:

- 52,000 indices including MSCI/S&P/Russell/Citigroup. These indices include the coverage of domestic and international equities, global developed and emerging equity markets, industry sectors, and US and global fixed income markets.
- Over 20,000 Mutual Funds are covered including open end mutual funds, ETF, and money market accounts.
- 250 economic indicators showing percentage changes in various indicators.
- 6,000 investment products including SMAs and hedge funds.

The investment model is a proprietary, rules-based, asset allocation model that utilizes technical indicators and asset allocation modeling designed by our research team and investment committee. We do not predict future market conditions. Instead, our firm focuses on understanding how the characteristics of the investment models perform given any market condition to help reduce down side participation.

## A Defined Process



At our firm, we firmly believe that one of the keys to the implementation of a successful strategy starts with a well-defined process. The process is comprised of three steps:

**1. Manager Selection.** With so many investments to choose from how do you identify the managers you want in your portfolio? First, our firm utilizes Returns-Based-Style-Analysis to screen over 20,000 investment options including mutual funds, ETFs, separately managed accounts, and hedge funds. From those meeting our criteria, our research team utilizes over 30 quantitative filters to identify those managers that display similar characteristics of the overall investment philosophy of our firm. A few of these characteristics include but are not limited to:

**Past Performance is no guarantee of future results. Investments are subject to risk, and any of our firm's investment strategies may lose money. Asset allocation neither assures a profit nor guarantees against loss in a declining market. There are no assurances that any strategy will meet its objectives.**

- A. A manager's ability to consistently provide excess returns above an appropriate market and style benchmark.
- B. Provide better risk/return characteristics versus an appropriate market and style benchmark.
- C. The demonstration of better performance in down market moves.
- D. The investment company's ability to comply with all qualitative measures deemed appropriate by our firm.

**2. Asset Class and Manager Optimization.** The portfolios are built based on two essential components. The strategies begin with "Efficient Frontier" theories and are overlaid with a tactical component from our investment committee. The research team utilizes the "Efficient Frontier" classical portfolio theory used by many investment managers in their asset allocation decisions. According to the theory, whenever an investor has a collection of diversified, uncorrelated assets, an "Efficient Frontier" can be built. This model attempts to pair various asset classes together to optimize risk and reward potential. The investment committee provides further enhancement to the traditional "Efficient Frontier" theory by utilizing the Black-Litterman modeling system that provides two distinct differences:

- A. This modeling system implements the "Capital Asset Pricing Model" theory that allows our firm to incorporate more asset classes in our modeling system.
- B. Black-Litterman also provides our investment committee the ability to provide a tactical component to our strategies that allows us to focus and manage based on current economic conditions.

**3. Ongoing Review and Monitoring.** With actively managed portfolios the ongoing review and monitoring is critical to keep investors informed and investment strategies updated to address today's ever-changing market conditions. Our firm conducts daily, weekly, monthly, and quarterly updates to constantly ensure our investment strategies stay on track with:

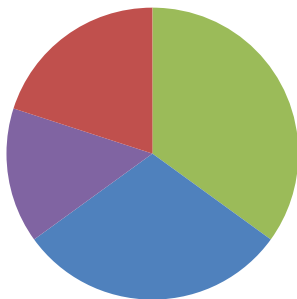
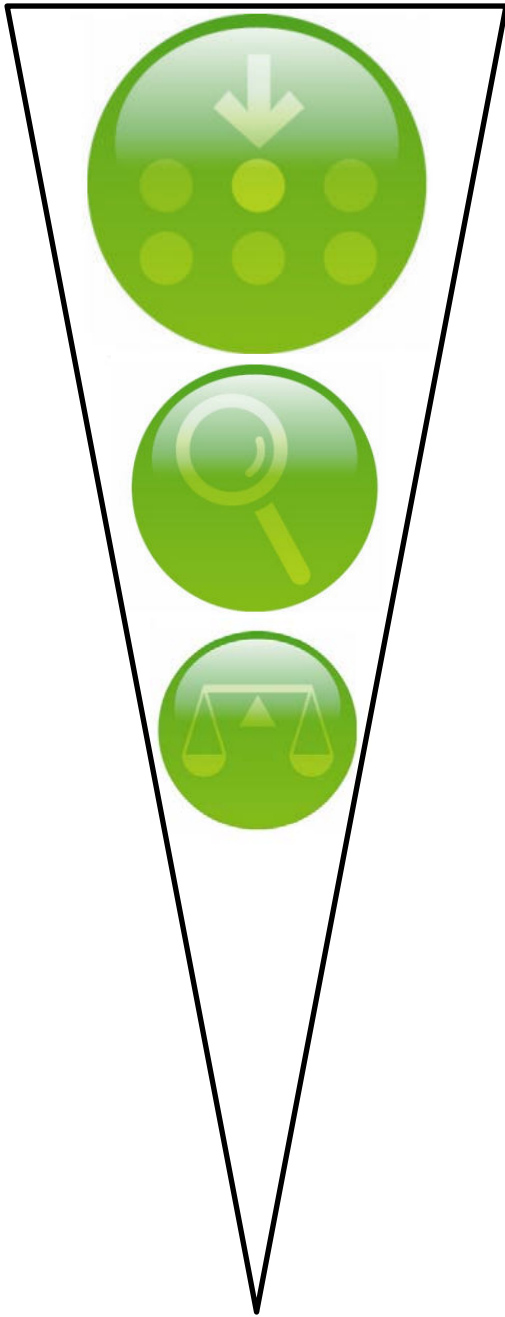
- A. Financial goals and preferences of investors.
- B. Regular rebalancing to maintain the proper allocations.
- C. Ongoing adjustments to our models and strategies based on the investment committees' view of global markets.
- D. Forward looking, proactive, institutional investment research.

## A Defined Strategy

With a strong focus on risk-averse we aim to deliver satisfying results with a more comfortable investor experience than traditional buy-and-hold strategies which are often susceptible to severe swings as they capture large portions of negative, as well as positive, market movements. At our firm, we accept the possibility of missing some of the upswings in order to minimize downside risk. Our investors have benefitted from the use of low and negatively correlated asset classes and money market positions to help manage downside volatility. And because we rigorously follow our model, investors know what to expect from us.

**Past Performance is no guarantee of future results. Investments are subject to risk, and any of our firm's investment strategies may lose money. Asset allocation neither assures a profit nor guarantees against loss in a declining market. There are no assurances that any strategy will meet its objectives.**

# Investment Management Oversight



- Identify money managers that have been able to provide solid risk adjusted returns
- Target managers with performance that has the potential to be consistent, repeatable and sustainable
- Asset Allocation
- Model manager allocation
- Manager review and diligence
- Investment structure review
- Manager performance attribution and ongoing monitoring

- Portfolio construction and customization
- Asset allocation adjustments
- Periodic manager visits
- Model performance analysis
- Monitor and adjust portfolios
- Regular rebalancing as needed to maintain appropriate asset allocation

- Assess investor goals to select specific allocations and models
- Monitor investor objectives and needs to keep portfolio on track

- One portfolio with multiple styles and multiple managers
- Ongoing management of portfolio in line with your objectives
- One convenient statement with one performance report

Past Performance is no guarantee of future results. Investments are subject to risk, and any of our firm's investment strategies may lose money. Asset allocation neither assures a profit nor guarantees against loss in a declining market. There are no assurances that any strategy will meet its objectives.