

TRADEMARK   
Investing Responsibly, For Life

## MARKET ENVIRONMENTS CHANGE, SHOULDN'T YOUR PORTFOLIO?

We believe many financial plans are flawed from the beginning because they base the expected rate of return for investment portfolios on long-term 100 year averages. While historical data has proven gains in the market for more than 100 years, no investor has the privilege of 100 years to reap the reward. Given abbreviated investment periods, we do not believe in sitting stagnantly with a passive investment strategy.

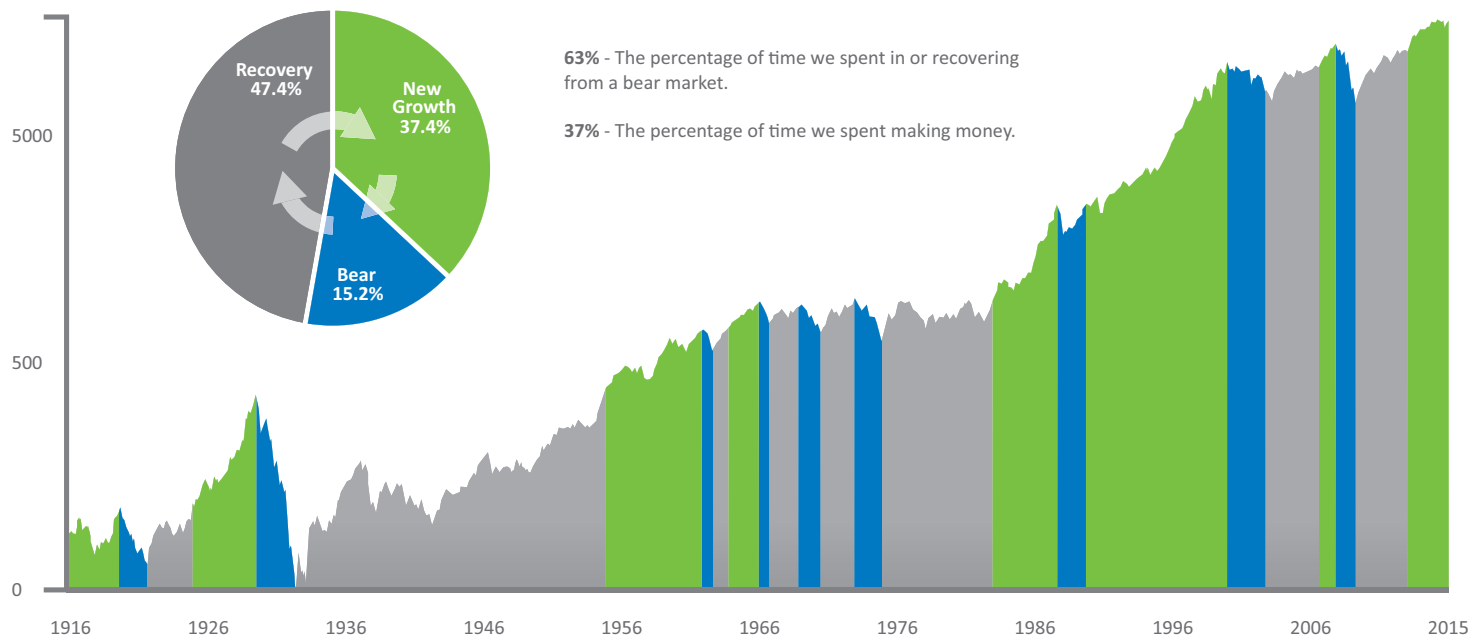
By design, "buy and hold" investment products are typically more concerned with tracking an index than with the specific needs of investors. The fate of the outcome often rests in the hands of what we are guaranteed to see: cyclical market change. Some investors will benefit from the time period in which they are invested in the market and others will be subject to abject returns.

At Trademark Capital, we base our model for the constant change that we are assured to face. We identify signs of changing market conditions, calculate risk and actively adjust our path accordingly, never losing sight of the big picture – our clients' investment goals. After all, markets change. Shouldn't your portfolio?

## DOW JONES INDUSTRIAL AVERAGE OVER THE LAST 100 YEARS

1/1/1916 – 12/31/2015

The chart below illustrates the market cycles — bear, recovery, new growth — of the Dow Jones Industrial Average over the last 100 years. We believe this chart epitomizes the importance of understanding the current market cycle and allocating our clients' portfolios appropriately. The traditional buy and hold investment strategy shown spends 63% of 100 years in the recovery cycle — either losing money or getting back to even. We believe by adjusting our allocations during changing markets we can increase our potential to create new wealth rather than working to get back to breakeven.



### DEFINITIONS

**Bear Market:** A price drop of 20% or greater from the market's peak.

**Recovery:** Price from bear market low until it matches the previous price high.

**New Growth:** Price after recovery has matched the previous high. New growth ends at the beginning of the next bear market.

Source: Trademark Capital Management, Inc.; Pinnacle Data. Past performance does not indicate future results



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## WE THINK IT'S TIME FOR A NEW APPROACH

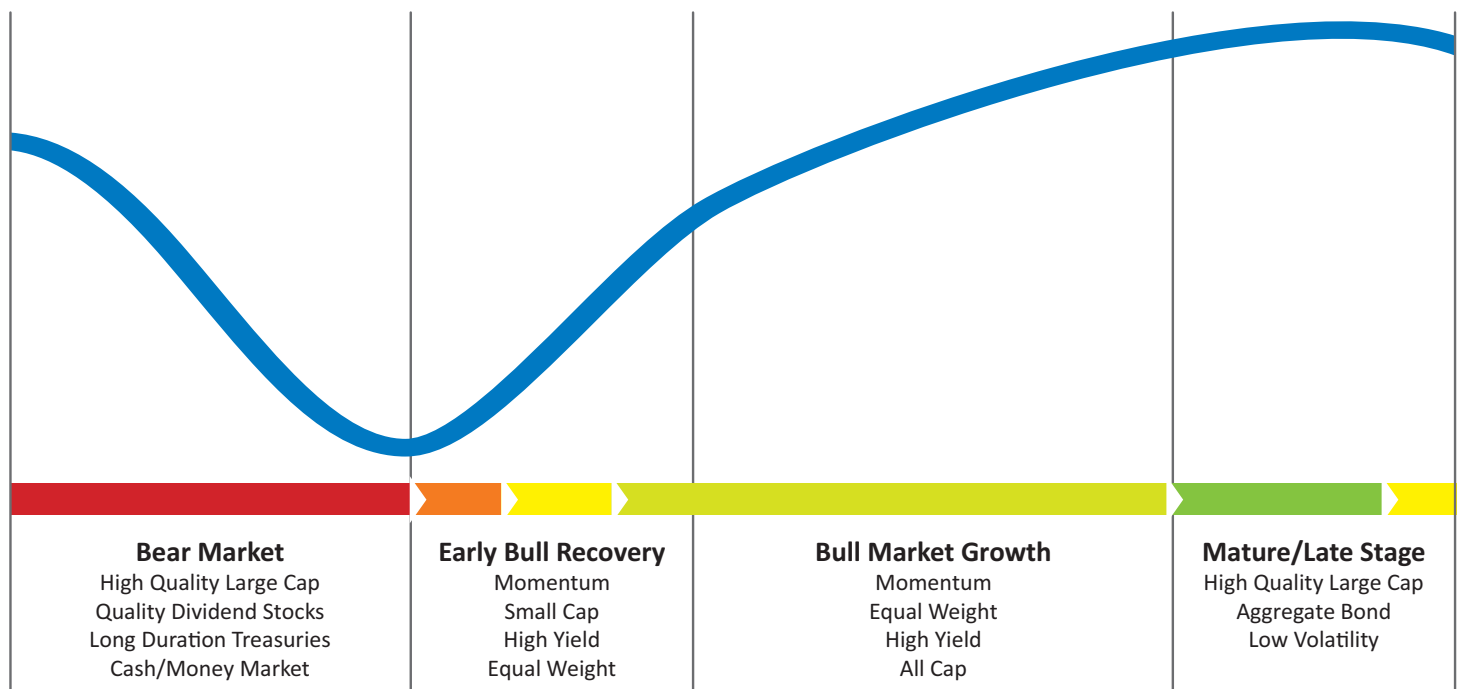
Because changing market conditions are certain, the passive investment approach does not guarantee success for every investor. Some investors may not be lucky enough to have their critical investing years take place during a short-term period of market growth. Other investors may fall victim to the most common driver of investing mistakes – emotion.

We believe that we can maximize opportunities for achieving our clients' goals by pursuing dynamic investment strategies. Our goal is to provide a solid foundation and to, when appropriate, adjust investments according to market conditions.

Through a disciplined approach that involves acute attention to the market environment, we strive to make smarter investment decisions and avoid common investment mistakes, such as emotional investing.

## MARKET CYCLE AND RELATIVE PERFORMANCE

The blue line represents a full stock market cycle marked below with its corresponding phase. Along with the market phase is a list of broad categories that typically have strong relative performance during that phase.



## EACH CLIENT IS UNIQUE

What are your goals? Early retirement, funding a child's education, a house, a dream vacation? We believe investors deserve tailored strategies that recognize them as individuals with needs and desires as well as limits. The portfolio managers at Trademark Capital are singularly committed to portfolio optimization for the specific needs, desires and limits of each investor.

*No investment strategy or risk management technique can guarantee returns or eliminate risk in any market environment.*



## TRADEMARK CAPITAL, THE INVESTORS' ADVOCATE

For 20 years, Trademark Capital's portfolio managers have understood that change is constant. Change impacts the goals and priorities of our clients over time, as well as the market environment we face to reach these goals and priorities. To effectively manage our investors' portfolios with the assurance of changing market conditions, we believe in our distinct style of active management informed by analyses of key market indicators and historical data combined with each individual client's appetite for risk.

We recognize that not all portfolios will be exposed only to constructive markets. Given this, our approach includes offerings across a full spectrum of risk to help position our clients in a way that seeks to minimize downside risk and maximize opportunities for favorable outcomes.



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## WELCOME TO TRADEMARK CAPITAL

We are a boutique investment management firm that bridges the gap between impersonal investments and a sound personal financial plan. We are an experienced team of investment professionals committed to a solid plan of portfolio management based upon active adjustments, as appropriate, in response to what we know to be true: market change. We set our sights on the individual investment goals, priorities and limits of each client to develop the roadmap to the intended financial destination.

*"The only thing constant is change"*  
– Heraclitus