

## OBJECTIVE

- Proactive management
- Growth with income investment objective over a full market cycle
- Themes-based strategy with utilization of asset classes and sectors, when needed
- Tactical, technical overlay utilized in setting allocations

## STRAIGHTFORWARD COMMUNICATIONS

- ✓ Trade Notifications
- ✓ Weekly Market Commentary
- ✓ Monthly Investment Outlook
- ✓ Quarterly Market Videos

## REDUCING INVESTMENT COST BARRIERS

Diversified Tactical is a themes-based strategy seeking proactive, tactical management. The objective is to provide returns over a full market cycle without the transaction costs that typically erode returns in lower balance accounts.

- Ability to invest accounts in an actively managed strategy with no transaction costs and virtually no account minimum
- Designed for someone that seeks lower portfolio turnover than some other tactical strategies
- We believe that proactive management may outperform passive strategies
- Strategy attempts to capture gains tactically and emphasize risk management

*“Buy and Hold” as an investment strategy is dead.*

## INVESTMENT PROCESS

1



### Develop Investment Themes:

The Investment Committee identifies themes based on long-term trends in the market. Portfolio managers create portfolios based on asset and sector classes believed to be in the long-term trend, as identified by the Investment Committee. The Investment Committee develops these ideas using technical, quantitative and fundamental data as well as insights from internal independent analysts.

2



### Analyze Investment Options:

Portfolio managers search for optimal funds to invest in which focus on providing alpha over extended time periods, have a long-term track record of performance in up and down markets, are mindful of cost and expenses and also complete an analysis of underlying holdings.

3



### Perform Technical and Risk Overlay:

The Diversified Tactical strategy includes a tactical overlay driven by technical analysis that assists portfolio managers in raising or deploying cash.

4



### Monitoring:

Portfolio managers continually monitor investment process. They monitor investment behavior trends identified in step one for changes and new trends in the market, while continuing to monitor fund managers.

## INVESTMENT OBJECTIVE

- Investment Horizon: Minimum of 3 Years
- Investment Minimum: \$1,000
- Benchmark: 50% S&P 500 PR / 50% Barclays Agg Bond
- Investment Objective: Growth with Income

Alpha measures the difference between a portfolio's actual returns and its expected performance, given its level of risk as measured by Beta. A positive (negative) Alpha indicates the portfolio has performed better (worse) than its Beta would predict.

No strategy assures success or protects against loss. There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not protect against market risk. This information is presented as an introduction to the portfolio strategy and for educational purposes. As such, it is not intended as a solicitation or offer. Prospective investors should contact his/her advisor for more detailed portfolio information and the product's suitability in meeting your financial investment objectives.

Different types of investments involve varying degrees of risk, and there can be no assurance that any specific investment will either be suitable or profitable for a client or prospective client's investment portfolio. This content cannot be copied without express written consent of CWM, LLC.

### Carson Institutional Alliance

13321 California Street  
Dodge Plaza, First Floor  
Omaha, NE 68154

toll free 888.321.0808

fax 402.330.1668

[carsoninstitutional.com](http://carsoninstitutional.com)