- Investment analysis
- Hypotheticals
- Investment review
- Investment tracking
- Investment management

- Vehicle selection service
- Model portfolios
- Trade management
- Third party asset management
- Turnkey money management

**WHEN OUR CLIENTS WIN, WE WIN.**

Our objective is simply to outperform other asset managers, brokers, investment advisors and mutual funds.

**The S.P. Parkin & Co. discipline consists of four key drivers:**

1. **Go where growth prospects are highest.** We look for growthopportunities that represent real value wherever they can be found – overseas or right here at home.

2. **Focus on leaders** who are beating the market and soaring past their earnings estimates.

3. **Keep winners and dump the losers.** You would be surprised how many asset managers do just the opposite, leading investors to underperformance and unwanted capital gains.

4. **Manage from a core list of quality companies.** Our actively managed portfolio of companies is closely tracked and frequently visited by management team members.

**WE DON'T AVOID RISK, WE JUST MANAGE IT**

It is our aim to protect your assets during market downturns as well as to increase them during upswings by knowing what to look for as well as when to buy.

In a free market, the price of anything will move higher if there are more buyers than sellers. In

contrast, if there are more sellers than buyers, the price must move lower. By charting this price action in a structured manner we work to determine who will be the likely winners: the sellers or the buyers. In our ability to research and evaluate changes in the market, we take measured steps toward being responsive to both bullish and bearish market periods.

The only constant in our investment philosophy is the amount of research and care that goes into selecting stocks for your portfolio. On the equity side, we may choose to focus on small cap stocks, on undervalued stocks, growth stocks or cyclical stocks, while on the fixed income side, we may choose municipal or corporate bonds, or money market accounts. (Of course, we will invest in any combination of securities to achieve appropriate asset allocation.)

S.P. Parkin & Co.'s open architecture model provides a powerful mechanism for identifying and accessing investment vehicles that best align with your requirements for a favorable level of risk-adjusted return.

We customize each portfolio to meet specific, client-driven objectives.

Our research department and S.P. Parkin & Co. financial advisors, guided by the investor's objectives, constraints, risk tolerances and tax issues formulate a customized asset allocation that best meets the client's goals.

**S.P. PARKIN & CO.'s INVESTMENT PROCESS REFINES A PORTFOLIO OVER TIME**

In pursuit of our client's objectives, we adhere to a rigorous discipline that comprises seven critical steps S.P. Parkin & Co.'s investment process is an ongoing one. Our goal is to proactively recommend changes to a portfolio before underperformance occurs. Our portfolio reporting process provides the framework we follow for making those recommendations and, if necessary, reallocations:

**The S.P. Parkin & Co. difference:**

- **Fully customized to your needs** The result is a portfolio based on your unique investment policy, *not on a model.*

- **Broad scope** Our portfolios employ highly selective investment strategies, distinguished by performance, competitive or other measurement.

- **Rigorous discipline** Your portfolio is put through various state-of-the-art portfolio simulations and stress-tested before implementation.

- **Personal attention** Not only do our clients have 24/7 on-line access to accounts and account aggregation, but S.P. Parkin & Co. Management's multi-disciplinary team is at their disposal.

- **Your interests are our interests** Finally, clients have the comfort of knowing we are completely independent, with no allegiance to anyone but them.

**If you would like to learn more about S.P. Parkin & Co. products and services, kindly contact us at 1.800.588.0479 or toll-free at 1 800.714.7884.**

**THE POWER OF RELATIVE STRENGTH**

Our investment modeling approach gives us great confidence in the "Relative Strength" of the market -- and whether we should be invested at all. The relative strength calculation is performed by dividing the price of the stock by the price of the Dow or any index you choose and then multiplying by 1000. Investors will want to pay close attention to relative strength as the signals last, on average, two years while other changes last several months. In general, investors should be in the strongest relative strength stocks and sectors when going long and in the weakest relative strength stocks and sector when going short.

**DYNAMIC ASSET LEVEL INVESTING**

There are common needs and desires people seek to accomplish -- improving cash flow, for example.

However, to truly grow and maintain wealth for the long term, an investment portfolio is usually recommended.

We feel asset classes can be ranked similar to the way one might rank sports teams.

If you think about your favorite sport, they rank teams based upon how well they perform against their opponents. The more games, matches or races won, the higher in ranking the team will go.

We believe the same thing can be done in the investment markets. In the financial markets, a "game" is played each day and it consists of comparing the daily performance of one asset class to another.

Each day we compare asset classes to one another to determine which asset classes are the strongest or weakest when compared to one another.

To that end, we employ an investment discipline called Dynamic Asset Level Investing, or DALI, which plays an important role in portfolio construction.

Tactical decisions are made utilizing the research and evaluation techniques of S.P. Parkin & Co which has extensive expertise in a technique known as "Point and Figure" charting. This type of analysis attempts to evaluate the supply and demand forces of particular asset classes and ranks the asset classes from strongest to weakest based upon relative strength (RS).

**For more details about DALI, kindly contact us at 314-434-1995 or toll-free at 800-714-7884.**

**THE VALUE OF ADVICE**

**There is a wealth of other services that we provide, too:**

- Guidance in evaluating and selecting investment options
- Objective advice to help you make the most informed decisions
- Educational resources that inform and empower
- Ongoing portfolio monitoring and periodic rebalancing
- Regular consultation and review of your portfolio

- **Ask us for details.**