

# Mid-Atlantic Wealth Advisory Group



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*Investment Advisor Representative offering securities and investment advisory services through Cetera Advisor Networks LLC, member FINRA/SIPC, a broker/dealer and a Registered Investment Adviser. Cetera is under separate ownership from any other named entity.*

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## STRATEGY OVERVIEW



- Our Approach
- Prudent & Adaptive Investing
- The Desired Result



# Our Asset Management Approach

## Advance and Protect

We are ever-cognizant that markets move in both directions, so we design our portfolios to protect our clients through all market climates. We work to place assets into investments that we believe have the potential to outperform the market when conditions suggest that opportunities for growth exist.

## Fluid Asset Allocation

We do not believe in the old-fashioned “buy and hold” investment strategy. Our allocations have the ability to move into both traditional and alternative asset categories for potential growth and/or to reduce risk as necessary in the ever-changing global economy.

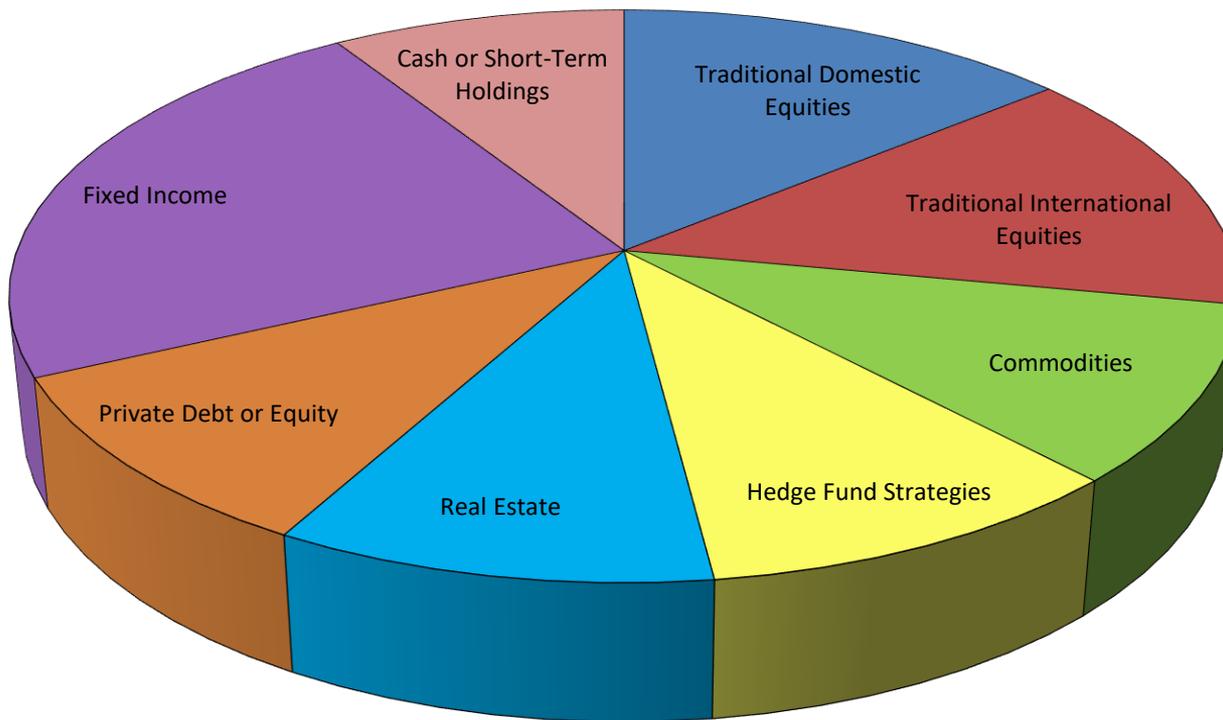
## Investment Selection

Our systematic approach to investment selection is based upon a compilation of research that is geared to help us maximize the potential risk-adjusted returns that our clients receive. These best-of-breed investments are regularly monitored and tested to help ensure that performance and risk criteria are continually met.



# Prudent & Adaptive Investing

## A New Look At Asset Classes



Too many investors are only using vehicles in a few of these asset classes, as opposed to utilizing the full array of opportunities.

There is no single investment strategy or asset class that delivers in all circumstances. We constantly refine our approach to help maximize the opportunities presented in today's markets. This process is geared toward always maintaining the appropriate mix of these traditional and non-traditional asset classes.

*Only Cetera Advisor Networks approved Direct Participation Programs and Funds are utilized.*

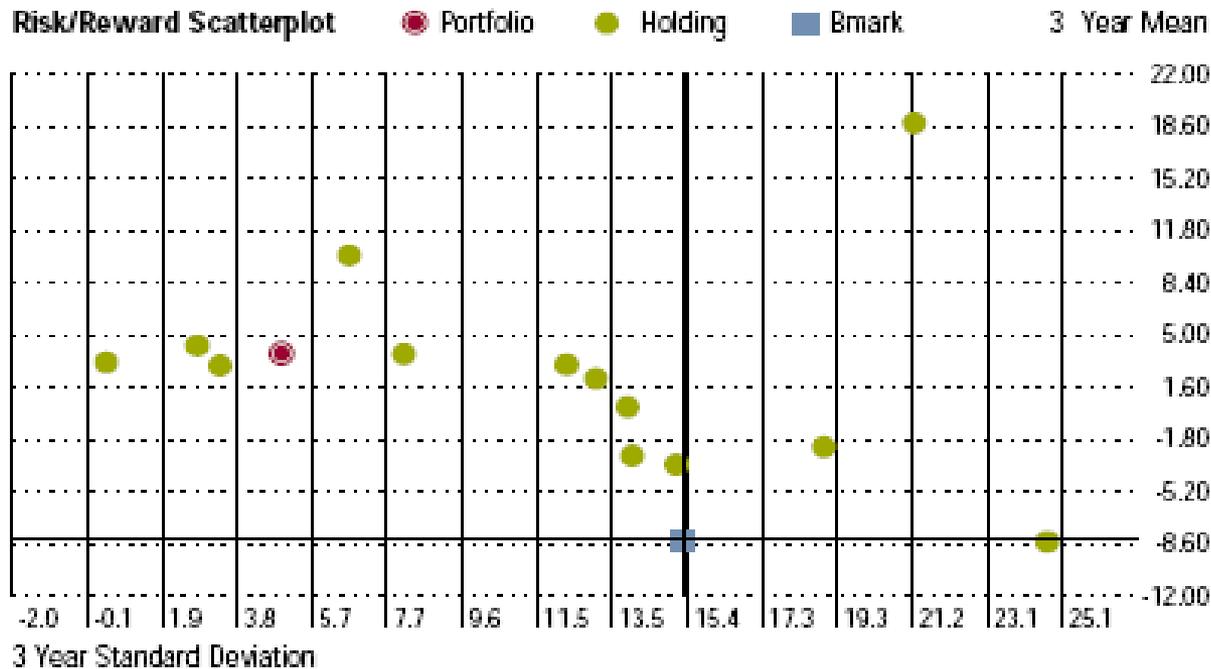
*See the page titled "Definitions- Asset Classes" for more information.*

*Asset Allocation, which is driven by complex mathematical models, should not be confused with the much simpler concept of diversification. Asset Allocation cannot eliminate the risk of fluctuating prices and uncertain returns.*



# The Desired Result: Reduced Risk and Strong Performance

Our goal is to provide sound investment solutions by utilizing a diverse array of asset classes and incorporating our “advance and protect” method of risk management. The desired result is reduced risk and strong performance.



This chart is a Risk/Reward scatter-plot from a Morningstar snapshot report. Each investment (holding) shown helps to create a portfolio with greater returns (mean) and less volatility (standard deviation) than the benchmark for this illustrated three year period.



*This graph is not representative of a specific portfolio.*

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## TRADITIONAL ASSET CLASSES

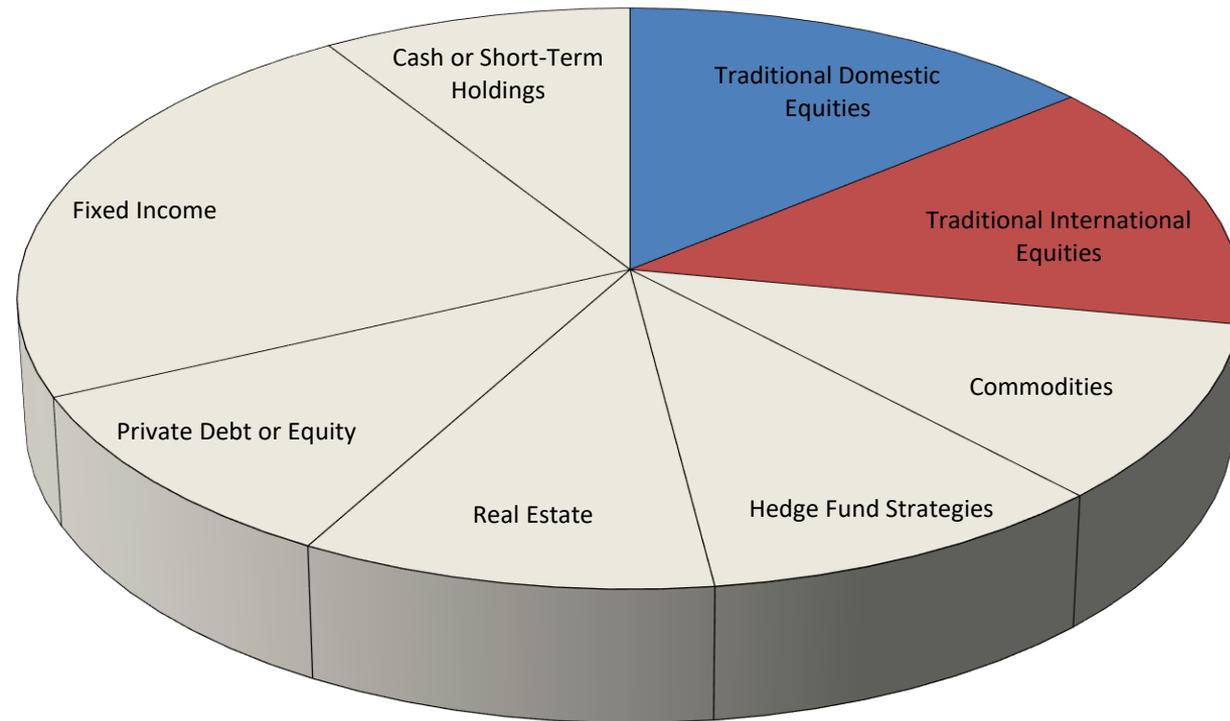
- Equity Management
- Fixed Income
- Adjusting to Market Conditions



# Public Market Equities

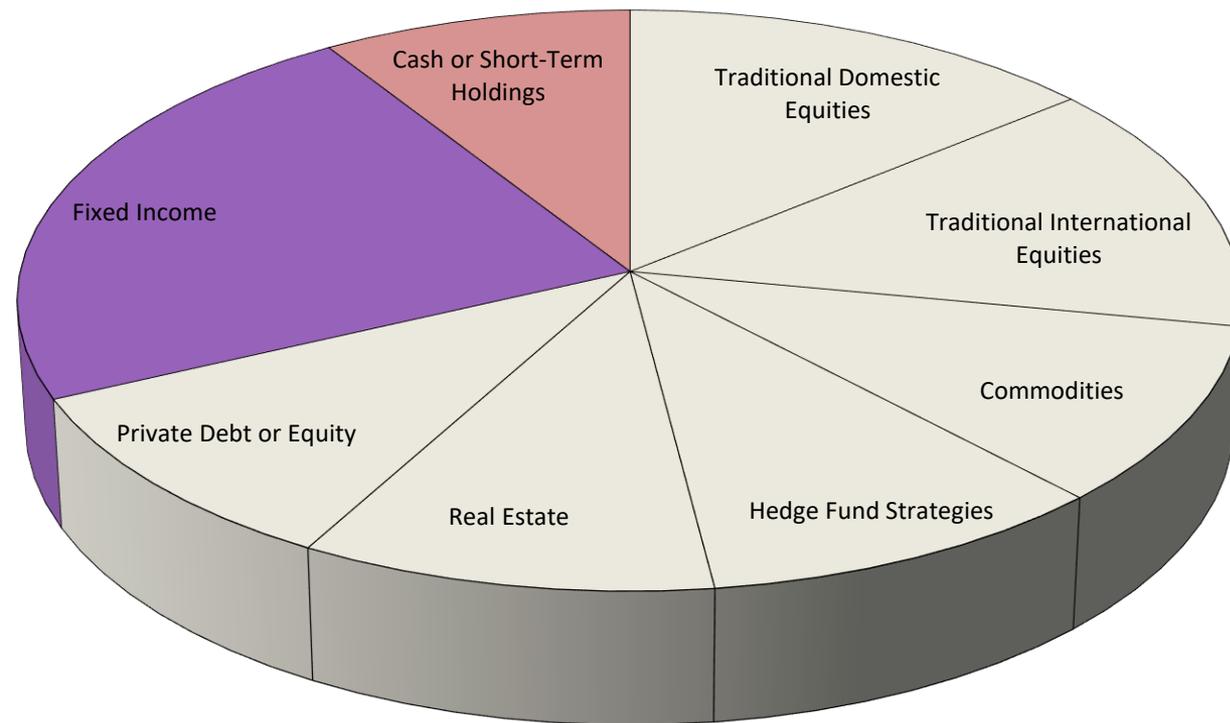
There are two key components to our management of these securities:

1. We use an in-depth selection process with objective “stress tests” to choose investments and monitor them regularly.
2. Determining and continually refining the percentage of a portfolio’s exposure to any single equity category is a process wherein we seek to add additional value.



*See the page titled “Definitions- Asset Classes” for more information.*

# Fixed Income and Cash



Fixed income is a core piece of our portfolios as it can provide steady performance when properly managed. Some of the key factors assessed in our fixed income selection and ongoing management are:

- Credit Quality
- Types of Bonds or other Instruments
- Performance of Managers
- Interest Rate Volatility
- Currency Risk
- Dividend Yield
- Global Macroeconomic and Research



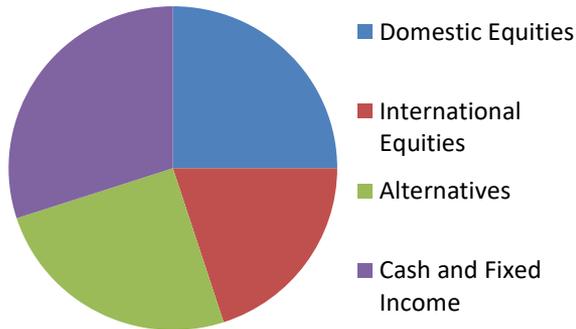
*See the section titled "Definitions- Asset Classes" for more information.*

# Adjusting To Market Conditions

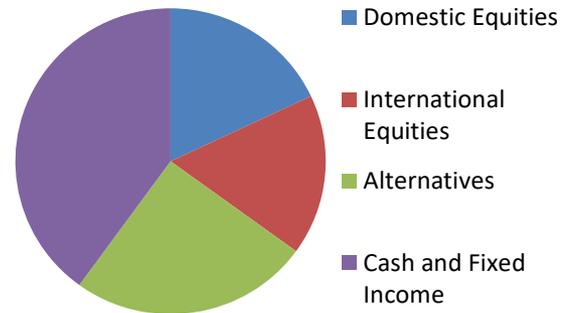
How we “Advance and Protect”: Our fluid asset allocations allow us the ability to position our clients’ portfolios into areas of growth when the economy presents evidence of a sustainable up-trend. We can also decrease our allocation to potentially risky asset classes when the economy appears unstable. These risk-based decisions are made and monitored by our team utilizing fundamental and technical market analysis tools.

A broad example of allocation changes driven by our risk management system:

Target in Steady/Strong Markets



Worsening/Volatile Markets



*See the section titled “Definitions- Asset Classes” for more information.*

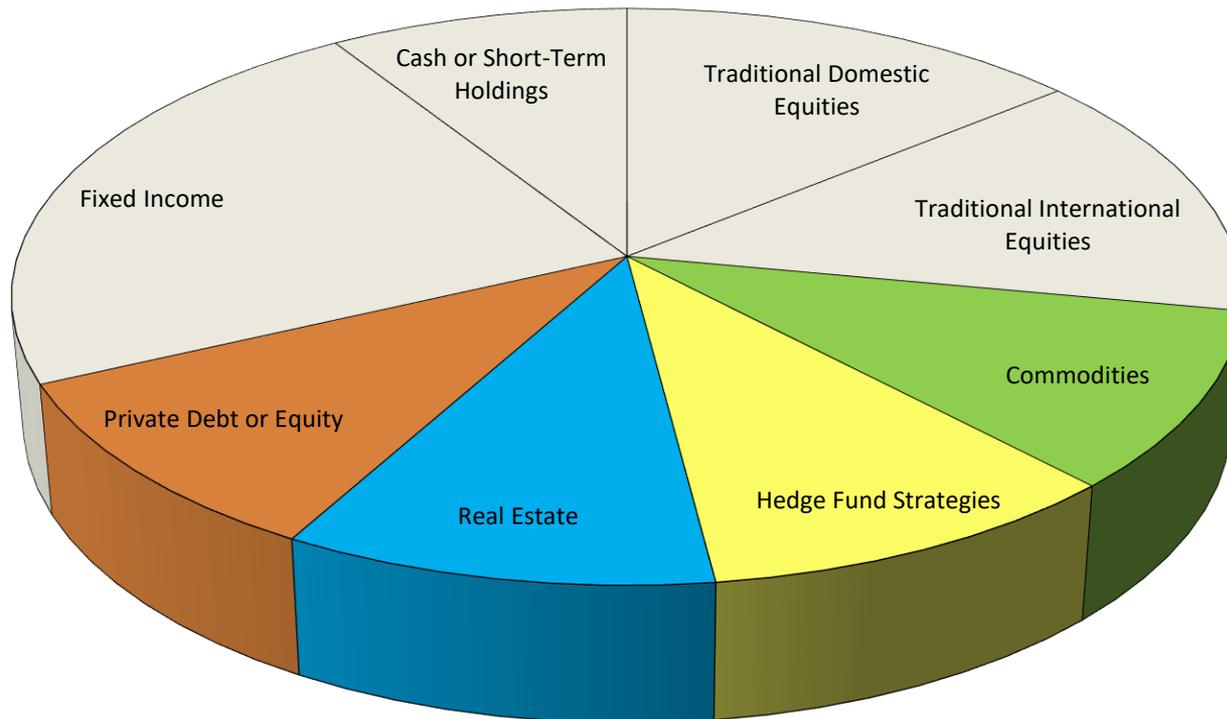
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## ALTERNATIVE ASSET CLASSES

- Private Debt and Equity
- Real Estate
- Commodities
- Hedge Fund Strategies



# Alternative Investment Asset Classes



These investments can serve two purposes in our portfolio design:

1. Provide exposure to asset classes with historically little or no correlation to public equity market indexes.
2. Provide access to a class or sector that is felt to be very opportunistic and/or timely

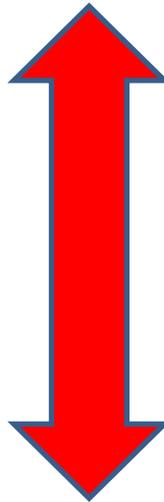


See the page titled "Definitions- Asset Classes" for more information.

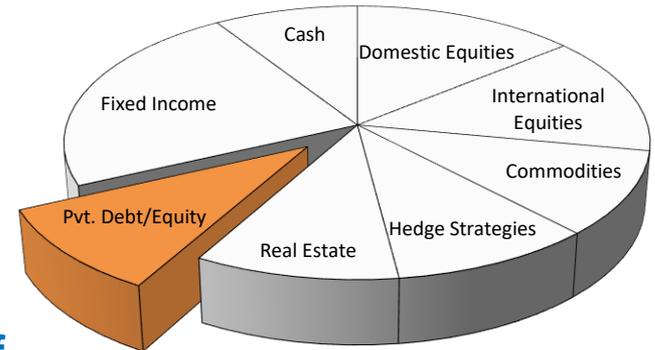
# Access to the Private Debt and Equity Asset Classes

## TYPICAL CAPITAL STRUCTURE DIAGRAM

Senior Secured Debt
Second Lien Debt
Mezzanine Debt
Bonds
Preferred Equity
Common Equity



**Priority of Cash Flows**



Investments in the private debt or equity asset class can be utilized as a part of an overall asset allocation strategy.

This chart shows the hierarchy of the investment capital structure with regard to cash flow priorities. Private debt markets can allow for investment into instruments more senior (higher up the capital structure) than traditional bond investments.

Private equity investments can present specific growth opportunities without being subject to changes in sentiment and other issues associated with public market securities. Private equity investments can often be assessed purely on their fundamentals because of the removal of those public market issues.

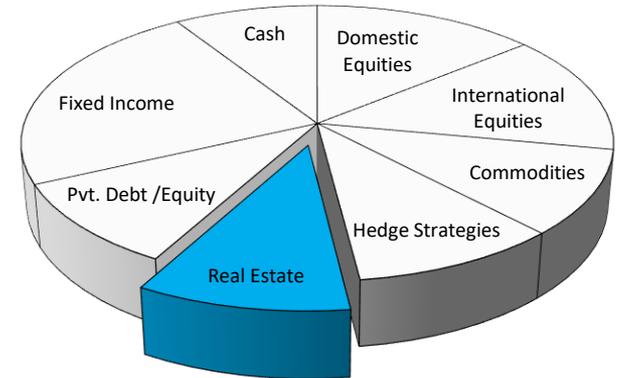
*Private market investments may have specific minimums, liquidity considerations, and qualified investor criteria. They are not suitable for all investors.*



# Real Estate

Investments in the real estate asset class can be utilized as a part of an overall asset allocation strategy. Real estate investments have historically been a source of both growth and strong income. Investments in this asset category can also provide a hedge against inflation.

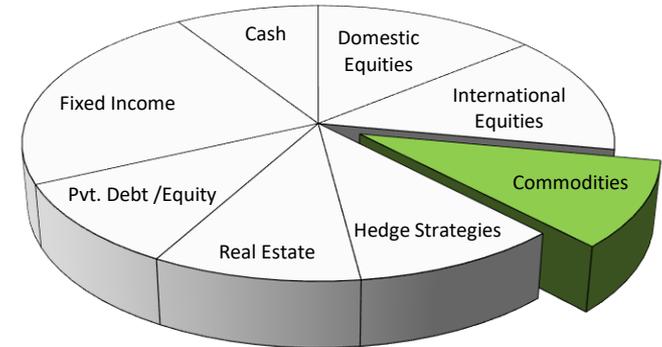
Large pensions and institutional accounts often utilize sizeable investments into real estate. Real estate investments have historically had a low correlation to the movement of public market equity indexes. Accessing top quality real estate through companies and diversified funds can add some benefits to your overall portfolio.



# Commodities

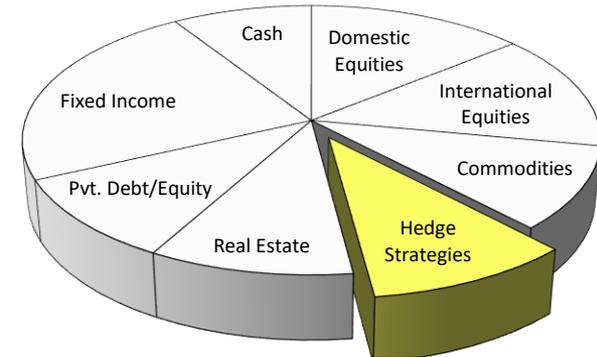
Commodities and natural resource investments provide some very interesting growth potential to a well-rounded portfolio. These hard assets such as precious metals, oil/gas investments, agricultural commodities, timber, and industrial metals. can provide additional diversification to a portfolio mix.

Many of these categories are cyclical in nature. Ultimately, investments in this asset category can provide a hedge against inflation and strong growth opportunities.

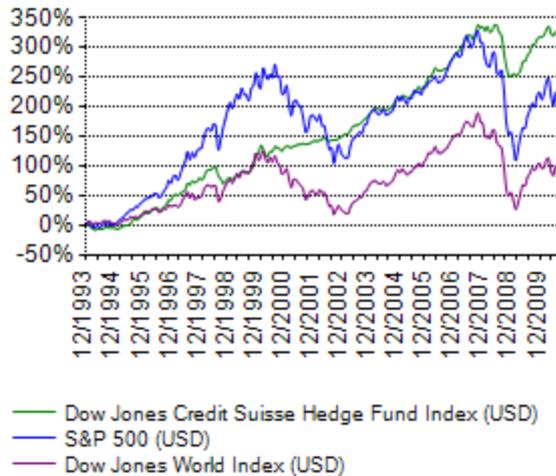


# Utilizing Hedge Fund Strategies

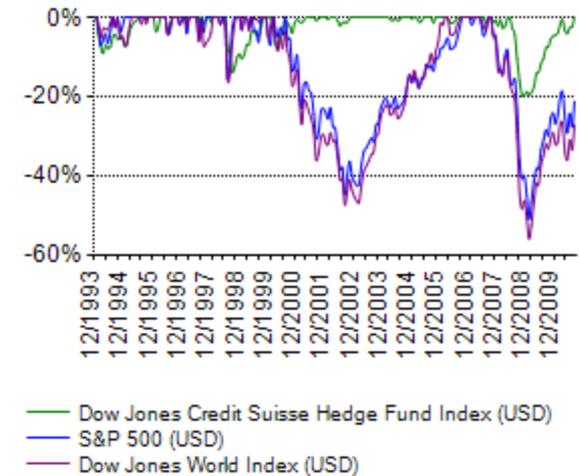
Hedge Fund Strategies Managers like Event Driven, Multi Strategy, Managed Futures, and Global Macro managers can utilize a host of market instruments to help manage downside risk while still participating in positive market environments. These charts demonstrate a greater percentage of long-term performance for the hedge fund index along with much less historical drawdown risk as compared to the S&P 500 and Dow Jones World Stock Indices. These investments often attract top financial talent and we can access those funds in the publicly traded marketplace. As a portion of our clients' portfolios, a hedge fund strategy can truly add to long-term performance.



Performance of the hedge fund index since 12/1993 compared to traditional equity indices



Percentage Drawdown of the hedge fund index compared to traditional equity indices since 12/1993



Charts are produced by Dow Jones Credit Suisse Hedge Fund Indexes: Dow Jones Indexes, a CME Group Company.

Investors cannot invest directly in indexes. The performance of any index is not indicative of the performance of any investment and does not take into account the effect of inflation and the fees and expenses associated with investing.





# APPENDIX



- Overview of Investment Models Offered
- Asset Class Definitions
- General Disclosure



# Portfolio Design Options

## Investment Risk Models

Growth Portfolios are utilized in line with a client's investment time horizon and tolerance for risk. They are also differentiated based upon the tax status of each account. Models exist in tiers ranging from conservative through highly aggressive on a risk tolerance scale. We actively manage the risk across all models but there will naturally be increased volatility with more aggressive portfolios.

In addition to the model investments, which are carefully selected to best fill in each allocation, we work with clients who may need or wish to hold other securities. This may be due to preference, tax issues, or other requirements. Adjustments to model holdings or allocation may occur in such instances.

## Portfolio Goals

- Long-Term Growth
- Principal Protection
- Current Income
- Tax Efficiency



*See the section titled "Definitions- Risk Tolerance" for more information.*

# Definitions- Asset Classes

## Domestic Equity

This includes all large cap, mid cap, and small cap investments categorized as primarily domestic (United States) stock funds, etc. This may include individual stocks, mutual funds, closed-end funds, ETFs, or separately managed accounts. These types of investments offer high long-term return potential but may be risky in short-term periods.

## International Equity

These are equity investments that are primarily composed of non-US companies. This general category could hold funds from any nation and under all market capitalizations; large-cap, mid-cap, small-cap, micro-cap and emerging markets. This may include individual stocks, mutual funds, closed-end funds, ETFs, or separately managed accounts. These investments also offer high potential returns but they have added risk dependent upon multiple factors such as currency risk, government activity, foreign corporate/tax law, etc.

## Cash and Fixed Income

Investments in this category are generally considered to be the most safe and stable. However, they typically do not provide a very high level of potential growth. Examples of investments in this category include: money markets, CD's, US government bonds, foreign government bonds, and both domestic and international corporate bonds.

## Alternatives

This category can include various types of investments that fall under one of two categories: 1.) Assets that are non-correlated or have low correlation to the equity market indexes and can provide more steady and predictable returns, 2.) Assets that provide access to a class or sector that is felt to be very opportunistic and/or timely. Investments under this broad category have varying levels of risk and return potential. These investments may include private or public real estate investments, precious metals, commodities strategies, natural resources, private equity, structured debt, hedge strategies, managed timber, individual sectors, or other timely strategic investments.



# General Disclosure

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- *Asset Allocation, which is driven by complex mathematical models, should not be confused with the much simpler concept of diversification. Asset Allocation cannot eliminate the risk of fluctuating prices and uncertain returns.*
- *Past performance is not indicative of future results.*
- *Additional risks are associated with international investing, such as currency fluctuations, political and economic instability, and difference in accounting standards.*
- *The ownership and beneficiary designations of your accounts may have an impact on your estate planning strategy, protection planning needs and cash flow.*
- *In most cases the selling of non-qualified (after-tax) investments may create a taxable gain or loss. Be sure to consult your tax advisor to better understand the impact of repositioning these investments.*
- *The rationale for any recommendation to reposition assets is always based on information supplied by the client regarding his or her risk tolerance, time horizon, current tax situation, and any other factors of decided importance.*
- *Speak with your financial advisor or a member of our team to determine which investment strategy will best suit your needs.*

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