FLETCHER

FINANCIAL GROUP

REACHING YOUR FINANCIAL GOALS THROUGH THE POWER OF TECHNOLOGY

AN INNOVATIVE APPROACH TO INVESTING

BASED ON DATA, NOT EMOTIONS



TROUBLE FEELING CONFIDENT ABOUT INVESTING?

We know you want to be proactive in managing your investments and meeting your financial goals. Whether you're young and eager for aggressive growth, looking for balance in mid-life or nearing retirement and want a conservative approach, your investment strategy is personal, and you want it customized for your needs. However, that's never easy when faced with:

FEAR OF LOSING MONEY

NOT MEETING FINANCIAL GOALS

INFO OVERLOAD

The Challenges of Traditional Investing

In today's age, so many news sources and talking heads instill fear in consumers at every market turn. It's hard to know who to listen to and trust. You don't have time to become an expert. You should rely on an investment solution that you know is working in your best interest so you can leave your emotions of fear and worry at the door.

OUR DIFFERENCE

Our technology works on your behalf to review market data and use proven mathematical analysis to deliver management insights to us to help make the right move for you, your risk tolerance and financial goals.

Our investing process relies on data, not emotions or subjective hunches, to aid in determining what is happening in the market right now. We can then use this data to make informed choices for your portfolio that aren't influenced by emotional reactions to sensationalized news stories.

The software works tirelessly to keep an eye on the market for you. There are over 250,000 lines of code and it's this power that puts the edge in our advantage over having a traditional human-based approach to investing. No emotions, no commission-based ulterior motives, just data-driven mathematical analysis based on the market's history and current movements. The technology helps us make the right investment choices customized for your expectations.

We give you the power of technology to help keep your portfolio on track so you can enjoy the lifestyle you deserve.

HOW IT WORKS

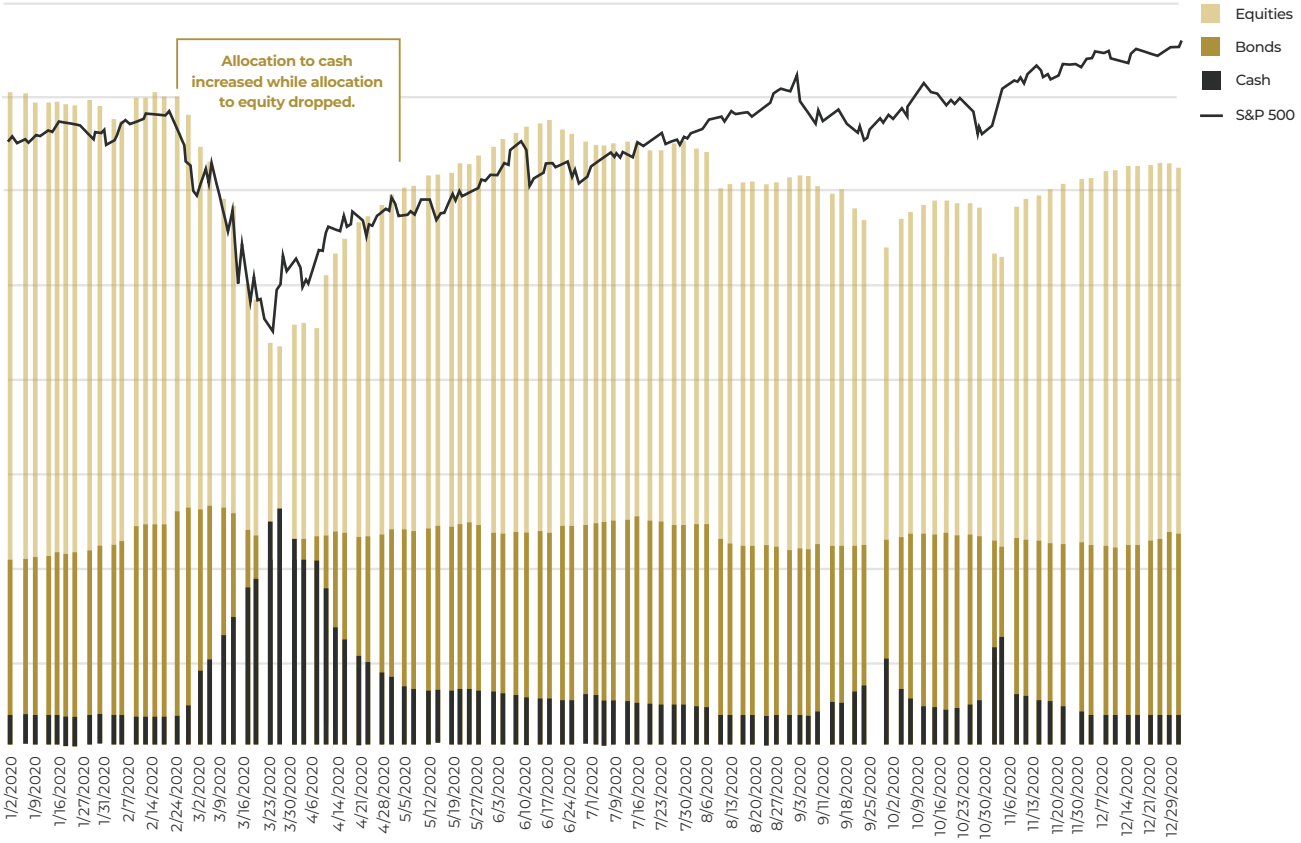
Our technology has no preconceived notions or subjective opinions as to how we feel the market should or will behave. Security prices are black and white and so is our math.

The system tracks investment price movements of over 3,600 investments and looks for advantageous entry points, while at the same time calculating exit strategies for each investment. Each signal generated by the technology is a function of how the price (or value) of each investment is moving during any of the various market cycles. The technology seeks to make decisions based on what it observes is happening right now in the market, not on what might be working in the future or what has worked in the past.



SEE IT IN ACTION

In March of 2020, there seemed to be only one thing working and plenty of things not working. Complicating the situation was the emotion of fear - fear of missing out on a potential bounce-back plus the fear of losing paralyzed investors and advisors. It's human to feel those things but that's why our technology takes a data-driven approach. Our technology looked at all available options and determined that cash, a flat line, was clearly more appealing than so many of the declining assets. As soon as markets rebounded, cash was no longer in favor and the technology added back the equity exposure it shedded to capture the up swing in the market.



The chart above is for informational and educational purposes only and does not constitute investment advice or the recommendation of any particular security or strategy. The graphical information provided above reflects the aggregation of all signal recommendations made by the software for the period shown and is demonstrative of the posture taken by the software during market swings or periods of high volatility. It is not performance and does not represent the performance of any actual or hypothetical investment portfolio. All investing involves risk, and no strategy or technology can guarantee successful results.

REST EASY – YOU HAVE US.

Stop worrying about what the market is doing. Turn the news shows off once and for all. The technology has a plan for any type of market activity.
You have an investment solution that we can use to completely customize your asset allocation according to your risk tolerance and goals and react to market moves using data, not emotions or hunches.
Keep your human relationship with us, not with your money. The technology gives us the power to make informed decisions, not knee-jerk reactions, so you can rest easy knowing there is a process in place to help you meet your financial goals.

LET'S DISCUSS

Schedule a meeting to learn more about how our technology can help your investment accounts.

visit > **FLETCHERFINANCIALGROUP.NET**

FLETCHER
FINANCIAL GROUP

"Modern Portfolio Theory was modern in the 1990's. Today, it is as antiquated as the travel atlas."

~Ken Fletcher

Advisory services offered through Fletcher Financial Group, a state registered investment advisor. The descriptions and examples are for informational purposes only and do not constitute investment advice. All investing involves risk, including the risk of loss of principal. No strategy or technology can guarantee successful results.