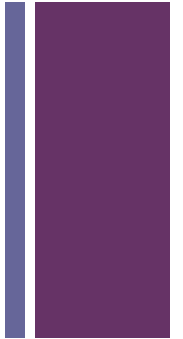




The Investment Products

The secret of change is to focus not of fighting the old, but on building the new – Socrates



Lupoff
Tactical

- Global Industry, Country ETF* Portfolio
- Active, Tactical Re-Balance to Harness Best “Top Down” Returns
- Lupoff’s Noted *BRACE* Methodology
- No Performance Fee, 1% Management Fee
- Seeking Safe, Inexpensive Market Returns

* Exchange Traded Funds. A thematic security that owns a representative “basket” of underlying securities of that theme, i.e., “China”, “Energy”, “US Banks”, etc. ETFs trade like common stocks and have lower fees than mutual funds.

LUPOFF

FRIENDS AND FAMILY INTERESTS

+ Investment Philosophy – *Lupoff Tactical*

The secret of change is to focus not of fighting the old, but on building the new – Socrates



- The “E” in *BRACE Methodology* refers to *Externalities (world economic, industry)*
 - I am attentive to the dynamically changing risk/reward opportunities in global liquid markets
 - Country-based (preferring, say, Europe to the US)
 - Industry-based (foreseeing, say, consolidation in telecommunications)
 - Active re-balancing of ETF’s allow us to harness these Tactical points of view without the deep dive to identify particular winners



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