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FIND OPPORTUNITY AT EVERY TURN.





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KEYS ON YOUR
KEYBOARD TO
TURN PAGES

PRESS ESC TO EXIT
FULL SCREEN MODE

“Am I doing the right thing with my money?”



Uncertainty.

It's a word you hear a lot these days. Markets are in flux. Corporations are remaking themselves. It's all very unsettling, especially if you're an investor focusing on retirement.

IT'S EASY TO THINK THE WORST.

Some days, you turn on the news, or glance at the markets to see what's going on, and your first thought is, "What's this doing to my investments?"

On those days when the prognosticators and so-called markets experts offer up unusually dire outlooks, it can open up a whole floodgate of worrisome thinking.

DON'T LET PANIC GRIP YOU.

There are the pain points that swirl silently in your head, and even though they occupy, and can sometimes dominate your thoughts, you're probably nervous discussing them with anyone.

No matter where you are in your life journey – young person just beginning to save, or retiree drawing on lifelong savings – these issues should be discussed openly, so that together we can help you to achieve your investment goals.

"I am more concerned about the return of my money, than the return on my money."

Mark Twain



LET'S TALK ABOUT WHAT BOTHERS YOU.

You fear what you don't know and don't understand. Being able to address your investment fears head on will allow you and your advisor to develop strategies that replace your uneasiness with confidence. So, what is it that concerns you most?

SICK OVER HEALTHCARE COSTS.

The good news is we're all living longer. The bad news is the cost of the healthcare that's helping improve our health and extend our lives is taking a bigger chunk out of nest eggs.

EARNING A DEGREE IN DEBT.

Many adults heading into their retirement years are also finding they're saving not only for themselves, but also for their children's education – and the cost of tuition certainly isn't going down any time soon.

That disposable income you were hoping to enjoy after the kids graduated and moved out? Better put that on hold too, as more and more college grads are moving back in after earning their degrees.

This is creating some very full houses and unforeseen expenses, especially when many "boomers" are choosing to take in and care for their aging parents, too.

HOME NOT-SO-SWEET HOME.

Housing prices are not what they used to be. In many areas, people are finding they need to remain in their homes longer because the numbers just don't work out.

The market for bigger homes has also softened, with greater numbers of homeowners opting for more moderately sized homes, so they can put the savings toward funding retirement.



THERE ARE NO “SAFE” INVESTMENTS.

Do you recall the term “blue chip” stocks? You don’t hear it being bandied about much these days, do you? That’s because we just can’t rely on any one type of investment vehicle.

Even bonds, which have enjoyed a remarkable 30-year bull market, now carry a riskier label because the outlook on interest rates has them rising over the long term. What’s an investor to do amidst this chaos?

Hypothetical Example: 4 Year Returns*, Initial Investment of \$1,000,000. Illustrates the possible impact to a portfolio of even one down year, supporting a goal of slow and steady growth over the long term.

	INVESTOR A	INVESTOR B
Year 1	+10%	+5%
Year 2	+10%	+5%
Year 3	-10%	+5%
Year 4	+10%	+5%
	\$1,197,900	\$1,215,506

*This chart is intended for demonstrative purposes and is not intended to indicate that BTS Asset Management returns 5% a year, nor imply that BTS can’t lose money.

GROWTH COMES FROM THE ABSENCE OF LOSS.

On the surface, that seems like an obvious statement, but you would be surprised how many investors ignore its importance and implications.

Major short-term hits (and we’ve had several over the last couple of decades) take a big toll on the value of a portfolio, making it necessary for investments to work harder just to recover.

Some of the most successful strategies protect principal – with good reason.

The importance of avoiding large losses

Percentage lost	Gain required to recoup
20%	25%
30%	43%
40%	66%
50%	100%
60%	150%

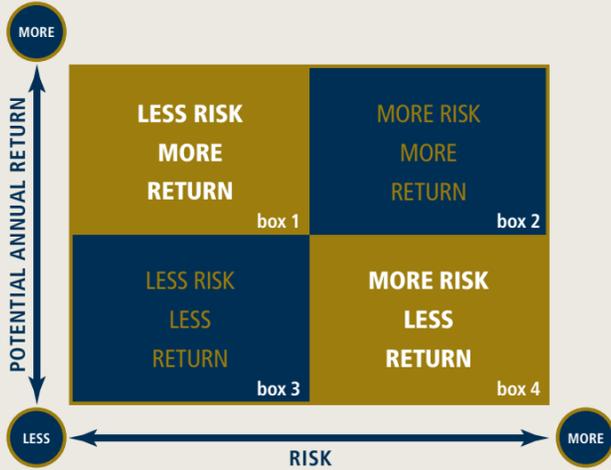


THE GOAL NEEDS TO BE PROTECT AND DEFEND.

While these risks are all too real, and can sometimes feel overwhelming, the key is to not let them get the best of you. Very often, we compound the risks by allowing subjectivity and emotion to cloud our investment decisions.

The idea is to adopt an investment approach that can dampen these burning doubts and relieve your pain points.

We need to unseat ourselves from old ways of thinking and adopt a different mindset. To keep from outliving our savings, we need to reconsider the notion that high returns only come from taking high risks, and that safety lies only in low-risk, low-return vehicles.



Investing involves taking risks. However, blindly reaching for the highest historical rate of return without understanding the amount of risk involved may lead to disaster.

BTS seeks to be in box 1. Our goal is to minimize downside risk to the extent possible while maximizing returns using a preservation of capital mindset.

Keep in mind that all investments entail risk. Managing risk is key to long-term financial success.



“BUY AND HOLD” MAY NO LONGER HOLD WATER.

Modern portfolio theory may not keep pace with the speed of changes in the marketplace. Changes in Europe, growth in Asia and Latin America, the housing market, unemployment, US fiscal policy measures; the list goes on and on of the events that could, at a moment's notice, alter global financial markets. In some cases, events will transpire that we never saw coming, and for which there are no historical markers or current indicators.

Traditional buy-and-hold investing may not accommodate these rapid adjustments. That's why investors may need to look to alternative investments as they seek to preserve their capital and assure their retirement in these volatile times.

INVESTING SHOULD BE DYNAMIC.

It's virtually impossible to predict with any certainty what markets are going to do for the long haul. And making the wrong move at the wrong time, like pulling out at market lows and getting back in too late, can seriously hamper the growth of assets.

This is why investors and their advisors generally opt for one of two approaches. Strategic asset allocation sets target allocations and then periodically rebalances the portfolio when returns take it outside the original targets. It's more a "buy and hold" approach than an active trading scenario.

Tactical asset allocation has more of that active approach, allowing for a range of percentages to be set in each asset class (i.e. you may be invested between 40-50% in stocks). Investors and their advisors can then move to higher or lower ends of the range depending on the economic outlook.

Your investment plan should be nimble. Even strategic approaches these days have tactical elements associated with them (and vice-versa) to address this necessary agility.

ARE YOU READY TO MOVE WITH THE MARKETS?

BTS strategies offer an alternative investment solution by using a tactical approach. Investors should seek alternative investments that can help with inflation, market corrections, and portfolio volatility to ensure you're allocated in ways that may potentially beat inflation, overcome market corrections, and protect your assets from volatility.



FIND OPPORTUNITY AMIDST UNCERTAINTY.

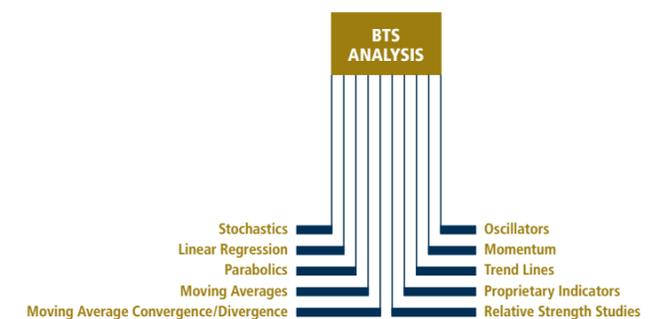
Founded in 1979, BTS is one of the nation's oldest third party money managers with multi-year track records in fixed income and equity management. We've leveraged traditional and

non-traditional portfolio theories to find opportunities with the potential to take advantage of rising markets while working to mitigate losses during downturns. Advisors have used BTS over time to

help address their need for strategies aimed toward preserving capital, reducing volatility, and enhancing alternative investment returns.

TRACKING CONDITIONS TO KEEP YOU ON COURSE.

BTS reviews all variables that can affect portfolios - interest rates to exchange rates; inflation, deflation and legislation; natural disasters to political unrest. These inputs are then run through our proprietary models, which rely on a wealth of current and historical data (some key indicators go back more than a century) to discover underlying trends taking place within markets.



BTS runs proprietary analyses and tracks an extensive set of indicators.

NOT JUST SCIENCE, BUT AN ART.

What we uncover with our models is then vetted with expert technicians, researchers and advisors who constantly reassess all these factors and boil them down to the ultimate factor – price.

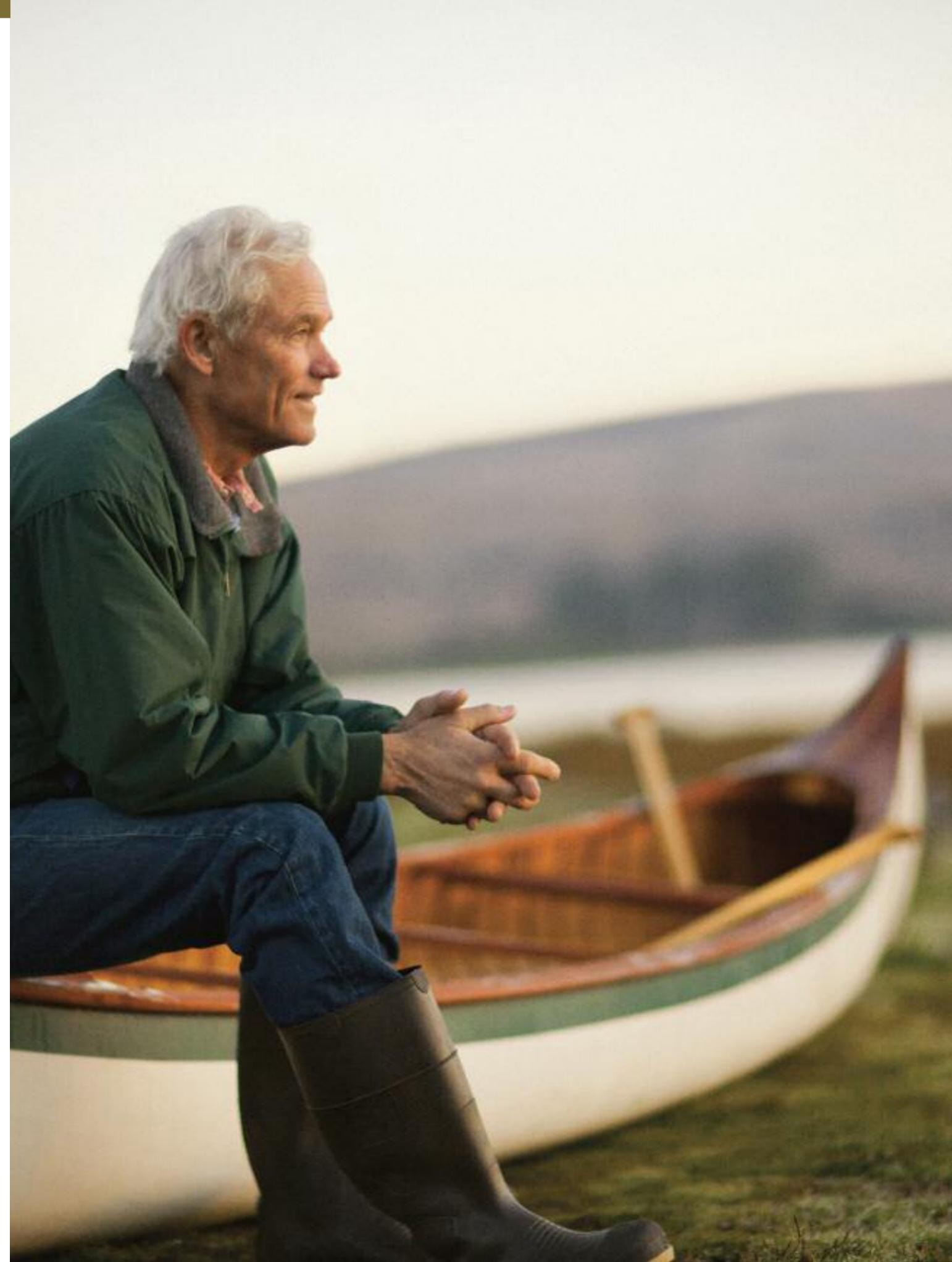
Unlike traditional portfolio theories that may label investments as undervalued or overvalued for long stretches, our process may prove to be more fluid and flexible.

We believe this combination of technical data and practical observation is the key to our development of strong tactical, strategic, and multi-strategy solutions that seek to retain the purchasing power of investors, both now and in the future.

DELIVERING SMART ALTERNATIVES FOR INVESTORS.

Bullish or bearish doesn't matter anymore. Investors want new thinking and strategies that are well rounded and don't leave them overexposed to fluctuations or downturns. They may be looking for alternative opportunities that raise confidence and mitigate their fears.

If you're seeking to find opportunity amidst uncertainty, BTS is ready to partner with you.



For more information go to:

[btsmanagement.com](https://www.btsmanagement.com)

Important Risk Considerations

Investments involve risk and loss of capital is possible. There is no assurance that investment strategies will be successful. Investing in bonds and high yield securities involves additional risks, including interest rate risk, credit risk, and reinvestment rate risk. Investing in small cap stocks involves additional risks, including operating risk and liquidity risk. Investing in international and emerging markets stocks involves additional risks, including political risk and currency risk.

BTS Asset Management is affiliated with BTS Securities Corporation. Securities are offered through BTS Securities Corporation and other FINRA member firms. Advisory services are offered through BTS Asset Management.

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