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PROPHET ASSET MANAGEMENT

Sector-Based Investment Strategy Is Key to Success

It's easy to grow a business when times are good. Offer a product or service people want or need, follow a sound marketing strategy, and soon you're on your way.

Though in these hard economic times, Marc Hujik has managed to grow his investment advisory firm during what many believe is the most difficult market since the Great Depression.

"I've actually gained clients in this difficult market because our clients have continued to refer their friends and colleagues to us," says the founder and principal of Prophet Asset Management, an independent, fee-only wealth management firm in Kenosha, Wisconsin.

The secret to the firm's success? Its focusing on economic sectors with the willingness to adjust individual allocations to market volatility.

"We identify and invest in sectors of the economy that are likely to grow based on long-term economic and demographic trends," Hujik explains. "For example: energy, water and anything related to the aging of the population. Demand for both old energy (oil, gas and coal) and emerging technologies (such as solar, wind and nuclear power) is growing in a more diverse global economy," Hujik says. "Likewise the need for pharmaceuticals, healthcare and other products and services for the elderly."

Once a sector has been identified, Hujik looks for companies within it that are likely to do well over the long term. In his experience, choosing the right sector is more important and simple than trying to find the "absolute best-performing company in the vast universe of available stocks."

Unbiased Financial Advice

Hujik founded Prophet Asset Management 10 years ago following a successful 15-year career as an institutional trader and portfolio manager in New York City and Chicago. "My wife and I returned to Wisconsin to raise our family," he recalls. "I decided to start my own small asset management firm after I was unable to find the kind of place I wanted to manage my own money."

Today, Prophet Asset Management provides unbiased financial advice and money management for private investors, charities and trusts. "Our only objective," Hujik says, "is to help our clients reach and exceed their long-term investment goals."



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— President & CIO Marc Hujik



Marc Hujik and associate Erin Morton keeping a watchful eye on the needs of investors.

Because we don't receive any commissions, our business objectives are aligned with those of our clients."

Every account is tailored to the unique investor's specific needs, with an emphasis on creating balanced portfolios of primarily individual stocks and bonds that are diversified both within and among sectors. "In times of market stress," Hujik says, "the firm is proactive in trying to protect clients' principal. All money is managed by the firm, not farmed out to other outside managers," he notes.

Another thing that distinguishes Prophet Asset Management is its focus on service. "You're never a number here," Hujik says. "You're a unique person who has an account with us, and it's our job to ensure you're getting all the service and help you need to make certain that your money is working as hard for you as you did to earn it."

Common-Sense Investment Strategy

Despite his firm's name, Hujik doesn't claim to be able to predict the future. However, it's a great deal easier, he says, to project the trends that are key to his sector-focused investing strategy. "There's little question," he says, "that we're going to need more energy, food, water and elder care as the world population grows and ages." These are just a few of the long-term trends that Prophet is focusing on as it makes its investment decisions.

It's a common-sense investment strategy — and it works.



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