

Working with Madison Park Capital Advisors, you will gain access to a **proven investment model** that has consistently delivered superior risk-adjusted returns through the testing of multiple market and economic cycles. The markets are not static - and neither are our portfolios. In a crowded world of investment options, what sets us apart is our **disciplined use of tactical asset allocation strategies** that avoid emotion and instead target **relative strengths** across various asset classes. We overlay this atop a comprehensive understanding of your risk tolerance, investment goals, and financial plan to achieve superior returns personalized to your needs.

THE INVESTMENT PROCESS

The universe of ETFs, mutual funds, alternatives, and other investment products provides **Madison Park Capital Advisors** a diversity of investments that is potentially advantageous to trend-based tactical rotation strategies. We believe that there will always be trends within the market that persist long enough to allow us to buy once upward momentum has been established, and sell when the trend has clearly rolled over or broken down. The process is to extract the piece in the middle. To do this, we begin with the universe of financial investment instruments, with a focus on mutual funds and ETFs, and then implement a proprietary investment model outlined as follows:

- ▶ Hand select a large field of actively and passively managed mutual funds and ETFs across a variety of asset classes based on our firm's due diligence, including personal conversations with fund managers.
- ▶ Determine the macro asset classes showing relative strength (RS), using information provided by core research partners.
- ▶ Within each asset class, use RS methodology to determine sub-asset classes showing relative strength to their peers.
- ▶ Utilize a broad base of research tools to determine the overall risk levels in the market and the appropriate cash position for the current market environment.
- ▶ Use RS scores to rank the selected funds from each asset class to determine allocations within each risk-based portfolio.
- ▶ Repeat this process monthly. Funds are replaced when they fall sufficiently out of favor, based on their relative strength, versus the other funds within the universe.



**RELATIVE
STRENGTH**
methodology

To put it simply, **relative strength** is a ranking system used to measure a security's price momentum relative to its peers. This methodology relies on unbiased, unemotional, and objective data, and reflects our belief that *we cannot tell the markets what to do, but instead harvest opportunities based on what the markets are doing*. We do not try to time the markets and catch the absolute bottom or top. Instead, if done well, sustained trends are partially captured on the way up and avoided on the way down.

TAILORING INVESTMENT PORTFOLIOS TO MATCH CLIENT RISK PROFILES

At Madison Park Capital Advisors, we believe that a **robust understanding of your risk tolerance** is critical to building a portfolio personalized to your meet your needs. We use state-of-the art tools combined with your personal financial plan to understand your risk tolerance and tailor an investment strategy to match.

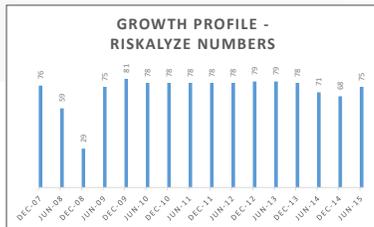
ULTRA CONSERVATIVE

CONSERVATIVE

BALANCED

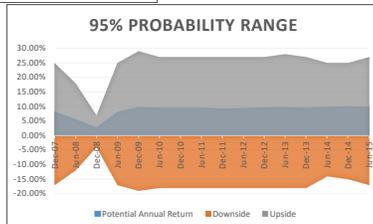
GROWTH

AGGRESSIVE GROWTH



ADJUSTING CLIENT PORTFOLIOS IN RESPONSE TO MARKET RISK

Our proprietary and **disciplined investment models**, utilizing **relative strength methodology**, have been able to anticipate and respond to significant changes in the markets, helping to **limit downside risk** and **maximize risk-adjusted returns** within the bounds of our clients' individual risk tolerance.



DISCLAIMER

For illustrative purposes only. The investment techniques and risk analysis used by the firm may not produce the desired results. You should consider any funds' investment objectives, risks, and charges and expenses carefully before investing. Contact MPCA at 206.623.6722 or info@madisonparkca.com to obtain a prospectus or summary prospectus which contains this and other information about any of the funds included in the firms' investment universe. The prospectus or summary prospectus should be read carefully before investing.

This report includes data deemed to be from reliable sources and verified for accuracy. Madison Park Capital Advisors makes all reasonable efforts to verify that data is correct and that the information provided in this report is accurate. Information displayed is in accordance with industry standards and best practices.

The performance quoted represents past performance and does not guarantee future results. Investment return and principal value of an investment will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost. Current performance may be lower or higher than the performance quoted, and numbers may reflect small variances due to rounding. Investment returns are reported net of all fees, including but not limited to investment advisory fees, internal management fees for mutual funds and exchange traded funds and custodial charges.

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