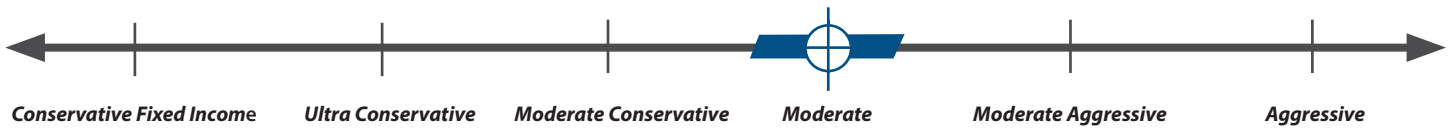




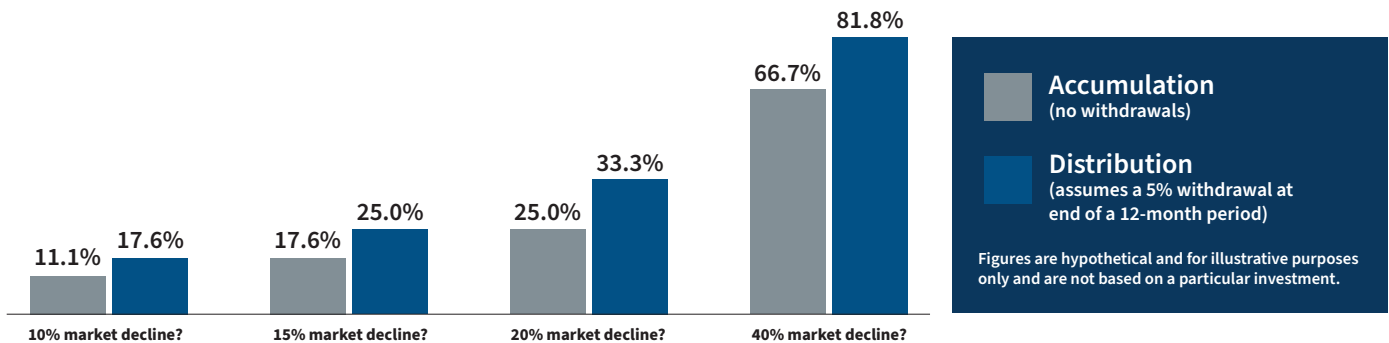
Genesis ETF 15

Management Style: Tactical Active
Composition: Composition: ETF (Exchange-Traded Funds)
Minimum Investment: \$5,000



GREATER RETURNS ARE REQUIRED DURING DISTRIBUTION TO BREAK EVEN

How much return would you need if your portfolio experienced a:



Rather than focusing on Return, which we cannot control, The Genesis ETF 15 targets a level of Risk. The goal of this strategy is to limit the amount of downside risk to 15% based on month end values. Why do we target a level of drawdown? Drawdowns have a large impact on the overall success rate of an investor’s financial livelihood. This chart shows just how big an effect different levels of drawdowns have on a portfolio, and how much an investor must make to come back from the portfolio being under water.

DEVOUT PURPOSE:

The **Genesis One ETF models** are asset allocated portfolios made up of broad-based exchange traded funds (ETF’s) that meet rigorous Biblically Responsible Investing (BRI) filters. These funds have been selected by the Firm’s Investment Committee and evaluated at least every quarter. Weightings and substitutions to individual ETF’s are selected by the investment committee based on macroeconomic, fundamental and technical analysis.

INVESTMENT APPROACH:

In addition to active management involved in selecting the funds and allocations, these models have a tactical overlay to help provide downside protection. The overlay is designed to remain invested in the determined allocation most of the time, but adds the ability to go “risk-off” during significant market stress. We believe this tactical protection will decrease the maximum drawdown of the models and allow investors to stay allocated even during economic recessions and significant markets sell-offs; thus providing investors a better risk-adjusted return over the long term.

(More)

VALUE FILTERS:

Our commitment, first to our Lord, is that we will not invest a single penny into any company that violates our filters.



Pro-Life



Purity



Family



Marriage



Liberty



Sobriety



Longevity



Stewardship

PROCESS:

Adaptive strategies for changing markets.

1. Target **risk** level



- Focus **Risk 8**
- Focus **Risk 15**
- Focus **Risk 20**
- Custom

2. Determine **market cycle**



- Expanding
- Late Growth
- Bear Market
- Recovery

3. Select assets that **perform best** for each **market cycle** point



- Using Correlation And Modern Portfolio Theory

4. **Shift** asset allocation based on momentum strategies



- Dynamically Allocate to Higher Momentum Assets

For information, call **855-378-1806**
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