

## OBJECTIVE

- Proprietary strategy that seeks to minimize risks, while accentuating capital appreciation and cash flow from dividends
- Portfolio comprised of 5-9 industries and 25-45 companies
- Identifies industries and companies with balance sheet strength, fundamental soundness and an uninterrupted history of paying dividends
- Long-only, with a focus on low portfolio turnover and tax-efficiency

## STRAIGHTFORWARD COMMUNICATIONS

- ✓ Trade Notifications
- ✓ Weekly Market Commentary
- ✓ Monthly Investment Outlook
- ✓ Quarterly Market Videos

## TACTICALLY INVESTING IN DIVIDEND STOCKS IN AN ATTEMPT TO MINIMIZE RISK

The Day Hagan Tactical Dividend strategy views dividends as an objective, controlled means of valuation, as earnings are often subjective and uncorrelated to future corporate performance. Companies that have a history of consistent dividend payouts, balance sheet strength and sound corporate fundamentals may prove resilient to downturns and are considered valuable during up-moves. Historically, S&P 500 companies paying or increasing dividends tend to outperform those that are cutting or not paying dividends. We believe investors should focus on companies that are maximizing and returning wealth to shareholders.

- Diversification is important; single industry exposure is limited to 20% of the portfolio at cost and single equity exposure is limited to 5% of the portfolio at cost
- Favors industries with relatively high dividend yields, low debt, strong cash flows, good margins and the ability to maintain and grow the dividend payout
- Utilizes long-only stock market exposure, attempts to minimize portfolio turnover (thus providing tax-efficiency) and allows for daily liquidity and transparency

*"The essence of investment management is the management of risks, not the management of returns. Well managed portfolios start with this precept." – BENJAMIN GRAHAM*

## INVESTMENT PROCESS



## INVESTMENT OBJECTIVE

- Investment Horizon: Minimum of 3 Years
- Investment Minimum: \$100,000
- Benchmark: S&P 500 TR
- Investment Objective: Growth with Income

No strategy assures success or protects against loss. There is no guarantee that a diversified portfolio will enhance overall returns or outperform a non-diversified portfolio. Diversification does not protect against market risk. Stock investing involves risk including loss of principal.

Donald L. Hagan, LLC dba Day Hagan Asset Management has engaged the services of Gries Financial, LLC as a sub-advisor for the purpose of determining the purchase and sale of securities for the Day Hagan Tactical Dividend Strategy.

This information is presented as an introduction to the portfolio strategy and for educational purposes. As such, it is not intended as a solicitation or offer. Prospective investors should contact his/her advisor for more detailed portfolio information and the product's suitability in meeting your financial investment objectives. Different types of investments involve varying degrees of risk, and there can be no assurance that any specific investment will either be suitable or profitable for a client or prospective client's investment portfolio. This content cannot be copied without express written consent of CWM, LLC.

### Carson Institutional Alliance

13321 California Street  
Dodge Plaza, First Floor  
Omaha, NE 68154

toll free 888.321.0808

fax 402.330.1668

[carsoninstitutional.com](http://carsoninstitutional.com)