



Strategies to Help You Live Well

Investors and advisors learned a lot after the Great Financial Crisis of 2008. Investors learned more about their tolerance for risk, volatility and the limits they could bear. Advisors learned that diversification and staying the course doesn't always meet individual investor's emotions, needs and time tables. From these lessons, KWB sought to find personalized investment solutions that would be more tailored for each investors' risk while proactively responding to ever-changing market conditions. To that end, KWB adopted its first version of *Advance and Defend* that attempts to allocate portfolios more assertively when market conditions warrant and protect capital when fundamentals, technicals, and valuations turn more negative. Just like technologies develop and adapt over time, we are enhancing our process and moving Advance and Defend into its next phase.

It's our belief that the perfect investment strategy is useless if an investor can't stick to it. Since each client is unique and the best strategy for one client will likely be different for another, we've built a more personalized portfolio construction solution. Our defined process-oriented investment strategies cover all risk profiles and timeframes. There are low-cost models for the more passive fee-conscious, tax-aware models for those in high tax brackets, and highly tactical models for investors leery of the financial markets. Instead of a "one-size-fits-all" portfolio, we can mix-and-match strategies to fit a client's distinct risk profile. For example, an IRA can have some funds allocated in a more aggressive strategy for long-term growth while also having another portion positioned conservatively and accessible for current income.

With this new approach, your KWB Wealth Manager can better tailor the strategies that seek to address your goals. Combined with your personal KWB Live Well Plan, we can dynamically adapt your investment strategies as your plans and goals evolve. In addition, with our Client Portfolio Portal, you will be able to drill down like never before to see how individual strategies are performing within the context of your overall portfolio.

With *Advance and Defend 2.0*, we're moving beyond traditional investment management. Starting today, it's about YOUR plan, YOUR life, YOUR financial freedom. *Advance and Defend 2.0* lets KWB make investing all about YOU.

Tactical allocation may involve more frequent buying and selling of assets and will tend to generate higher transaction cost. Investors should consider the tax consequences of moving positions more frequently.



KWB STRATEGIES AT A GLANCE

TACTICAL	STRATEGIC
 <p>Investment Horizon: Short/Intermediate-Term (1-3 yrs)</p> <p>Focusing on Downside Protection Utilizing Tactical & Technical Management</p>	 <p>Investment Horizon: Intermediate/Long-Term (4-7 yrs)</p> <p>A Low-Cost Asset Allocation for Long-Term Investors</p>
 <p>Investment Horizon: Intermediate-Term (2-4 yrs)</p> <p>Incorporates research from LPL Financial Focusing on Market Cycles to Shift Portfolios</p>	 <p>Investment Horizon: Intermediate/Long-Term (5-7 yrs)</p> <p>Socially Responsible Portfolio to Align Personal Values with Financial Goals</p>
 <p>Investment Horizon: Intermediate/Long-Term (5-7 yrs)</p> <p>Focusing on the Intersection of Yield and Value</p>	 <p>Investment Horizon: Long-Term (7+ yrs)</p> <p>Overweighting Global Asset Classes that have been Out of Favor & Are Now at Discounted Valuations</p>
 <p>Investment Horizon: Intermediate/Long-Term (5-7 yrs)</p> <p>Taking Advantage of Low Correlated Assets to Dampen Overall Volatility.</p>	