



HIGHTOWER
WISEHAUPT BRAY ASSET MANAGEMENT

3399 PGA BLVD | SUITE 180
PALM BEACH GARDENS, FL 33410
OFFICE: (561) 227-5080
HIGHTOWERADVISORS.COM/WBAM

PIM STRATEGY

AN ETF PORTFOLIO WITH A GOAL OF CASH FLOW AND GROWTH.

This portfolio utilizes a covered call strategy employing indexes through ETFs. A weight of the evidence process is used to select specific ETFs. This investment strategy may include US equity ETFs, International equity ETFs, fixed income ETFs holding bonds of any domicile and any other ETF. Investments in this strategy are selected first by study of the global macroeconomic picture, then quantitative factors and technical analysis at a sector level. Index ETFs are purchased and covered calls are written on them creating premium income.

The goal of the portfolio is to create greater cash flow than would be available from a diversified equity portfolio alone. The cash flow generally comes from dividends and from the premiums the investor receives upon selling the covered calls. This discipline seeks relatively high premium

PIM STRATEGY GOAL



income, dividends and moderate appreciation. The portfolio is managed with the intent of reducing risk to less than the risk of the S&P 500. We may own stock or bond indexes or a combination. This portfolio is typically fully or near fully invested, although significant levels of cash may be held.

Wisehaupt, Bray Asset Management is a team of investment professionals registered with HighTower Securities, LLC, member FINRA, MSRB and SIPC & HighTower Advisors, LLC a registered investment advisor with the SEC. Securities are offered through HighTower Securities, LLC and advisory services are offered through HighTower Advisors, LLC.

Investments involve risk, including the possible loss of entire investment principal. Past performance is not indicative of current or future performance and is not a guarantee. The information provided is as of the date referenced. Wisehaupt, Bray Asset Management has obtained all market prices, data and other information from sources believed to be reliable although its accuracy or completeness cannot be guaranteed. Such information is subject to change without notice. The securities mentioned herein may not be suitable for all investors and there is no guarantee that the investment process described herein will be profitable. Before investing, consider the investment objectives, risk, charges and expenses. Diversification does not ensure against loss.

The information pertains only to the specific investment strategy noted and should not be used to infer performance for any other investment strategy, as performance can vary from strategy to strategy. No representation is being made that any account will or is likely to achieve profits or losses similar to those shown. Actual client accounts may experience losses. This material is provided for informational purposes only.