



NEWSQUARE
CAPITAL

STRATEGIC PORTFOLIOS

ETF Strategies with clearly defined asset allocations

NewSquare Capital's Strategic Portfolio series makes long-term investing easier with a simpler, more predictable, and more effective approach to asset allocation.



BUILT FOR SMART ASSET ALLOCATION...

With investment returns, your approach to asset allocation matters far more than which individual securities you own. The Strategic series is constructed around this insight. The portfolios let you target the asset allocation best suited to your goals and how much risk you are comfortable taking.



WITH EXCHANGE-TRADED FUNDS (ETFs) AS THE BUILDING BLOCKS...

The Strategic Portfolios seek to invest in low cost, highly diversified ETFs that closely track well known market indexes. They benefit from the additional ETF advantages of high transparency and potential tax efficiency.



AND THE ADDED BENEFIT OF THE RELATIVE STRENGTH APPROACH.

NewSquare's relative strength approach is designed to help you get the most out of each portfolio segment. The strategy evaluates market performance to understand where investor demand is strong or weak, and dynamically tilts portfolio segments in response.

This combined approach allows the portfolios to adapt to changing market conditions while staying within a defined asset allocation. You have the opportunity to benefit from an additional layer of risk management and the potential for enhanced returns.

SEEK OPPORTUNITIES IN MANY MARKETS

The Strategic Portfolios use a “core plus” approach, combining ETFs representing a wide range of asset classes:

- Core holdings in US and non-US stocks and bonds
- Specialty investments such as sector concentrations
- Regional and single-country investments (developed and emerging)
- Alternative investments in commodity and currency ETFs

KNOW WHAT YOU OWN

Effective asset allocation is the best strategy for getting what you want from your investments. The Strategic series offers a clear, consistent asset allocation approach, enhanced by the efficiency and simplicity of ETFs and by NewSquare’s detailed relative strength analysis.

It’s a strategy designed to simplify investing and help you stay on track, regardless of what the market throws at you.



WHY ETFS?

ETFs can offer investors substantial benefits by being:

- **Highly diversified**
- **Highly transparent**
- **Low-cost**
- **Tax-efficient**



We want investors to know exactly what they’re invested in.

– Ryan L. Kirk, CFA, Senior Portfolio Manager

newsquarecapital.com | info@newsquarecapital.com | 610-325-5909 or 877-313-1343

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