



# Churchill Management Group

## Investment Strategies

**Forbes**

Randy Conner, President  
Named #4 Best in State  
Southern CA 2017\*



Premier Wealth Tactical Core  
Ranked 5 out of 5 Stars\*

**BARRON'S**

Fred Fern, CEO Ranked #1  
2016 Top 100 Advisors\*



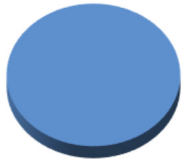
ETF Sector Rotation 6 Star  
Ranking PSN Top Guns  
Award\*

### FIRM BACKGROUND

- Registered Investment Advisor founded in 1963
- GIPS compliant firm with \$5.3 Billion in AUM as of 3/31/18\*
- Individually managed accounts toward client's goals and objectives
- Management team with over 150 years of combined professional industry experience
- Frequent client contact (service team, monthly emails from management, newsletters, webinars, face to face meetings, etc.)



### CHURCHILL TACTICAL EQUITY STRATEGIES



#### PREMIER WEALTH TACTICAL AND PREMIER WEALTH TACTICAL CORE

- No mandate to stay fully invested in equities aiming to reduce exposure in high risk markets.
- Unique investment top-down principles complemented with a bottom up approach.
- Comprises both technical and fundamental research.



#### TACTICAL OPPORTUNITY

- Aims to combine individual stocks found from within the S&P 500 with stocks from the entire universe of domestically traded equities which have positive technical characteristics suggesting short term opportunities.
- Aims to utilize cash and cash equivalents to protect capital during high risk environments.
- Quant-based model utilizing a stop loss parameter to set percent invested.

### CHURCHILL FULLY INVESTED EQUITY STRATEGIES



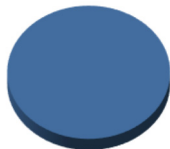
#### ETF SECTOR ROTATION

- Typically remains fully invested through all market cycles.
- Index alternative-Holds S&P 500 sector exchange-traded funds (ETFs).
- Looks to overweight and underweight sectors based on proprietary model's signals.



#### EQUITY GROWTH AND VALUE

- Typically remains fully invested through all market cycles.
- Index alternative-Individual stock portfolio aiming to own the top stocks in various sectors of the S&P 500.
- May use relative stop-loss triggers. Aims to hold positive performers for long-term capital gains.



#### EQUITY DIVIDEND INCOME

- Typically remains fully invested through all market cycles.
- Seeks high quality, dividend paying stocks with yields typically higher than the S&P 500.
- Combines income with growth potential.

### CHURCHILL COMBINATION STRATEGIES



#### PREMIER WEALTH TACTICAL CORE /ETF SECTOR ROTATION

- Combines Premier Wealth Tactical Core with ETF Sector Rotation in one account.
- The combination allows a floor of percentage invested in equities.
- Varying balances available.

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\*See Disclosure Provided Herewith. AUM includes both discretionary and non-discretionary assets under advisement. Churchill Management Group is a registered investment advisor. For GIPS® purposes the firm definition does not include direct real estate assets. Churchill Management Group claims compliance with the Global Investment Performance Standards (GIPS®). A compliant presentation and/or a list of the firm's composite descriptions are available upon request. Please contact us at [info@churchillmanagement.com](mailto:info@churchillmanagement.com). GIPS® is a registered trademark of CFA Institute. CFA Institute has not been involved in the preparation or review of this report/advertisement. As with all investment strategies there is risk of loss. Please see Churchill Management's Form ADV2 to understand certain risks involved with each individual investment strategy.

## **BARRON'S RANKING**

The Barron's ranking is for Fred Fern of Churchill Management Group ("CMG"). The rating may not be representative of any one client's experience because the rating reflects a quantitative and qualitative analysis of factors that may include only a sample of the experience of CMG's clients. The rating is not indicative of future performance. CMG did not pay a fee to participate in the Rankings, but did purchase reprints of the Barron's article.

According to Barron's: The formula Barron's uses to rank advisors is proprietary. The rankings are based on data provided by individual advisors and their firms. Advisor data is confirmed via regulatory databases, cross-checks with securities firms and conversations with individual advisors. The formula Barron's uses to rank advisors is proprietary. It has three major components: assets managed, revenue produced and quality of practice. Investment returns are not a component of the rankings because an advisor's returns are dictated largely by the risk tolerance of clients. The quality-of-practice component includes an evaluation of each advisor's regulatory record.

## **PSN TOP GUN**

Using a proprietary blend of its clients' top priority performance screens PSN Top Guns ranks products in six propriety star categories in over 50 universes. The PSN 6 Star Category reflects the top ten returns for the latest five year period. The ratings are based on peer groups created using the information collected through the PSN investment manager questionnaire and uses only gross of fee returns. PSN Top Guns investment managers must claim that they are GIPs compliant. Products must have an R-Squared of 0.80 or greater relative to the style benchmark for the recent five year period. Moreover, products must have returns greater than the style benchmark for the three latest three-year rolling periods.

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## **MORNINGSTAR, INC**

The overall Morningstar Rating is based on risk-adjusted gross returns, derived from a weighted average of the three-, five-, and 10-year (if applicable) Morningstar metrics. The performance data quoted represents past performance and does not guarantee future results. The investment return and principal value of an investment will fluctuate thus an investor's separate account may be worth more or less than its original value. Actual performance of individual client accounts may vary.

The ranking may not be representative of any one client's experience because the ranking reflects composite performance of multiple clients. The ranking is not indicative of future performance. CMG did not pay to participate in the Morningstar Ranking and is not affiliated with Morningstar.

## **FORBES**

The rankings are for Randy Conner of Churchill Management Group ("CMG"). CMG did not pay a fee to participate in the Rankings, but may purchase reprints of the Forbes articles. The rankings, which were developed by Forbes' partner Shook Research, are each based on in-person and telephone due-diligence meetings and a ranking algorithm for advisors who have a minimum of seven years of experience. The ranking algorithms are based on quality of practice learned through telephone and in-person interviews, client retention, industry experience, review of compliance records, firm nominations; and quantitative criteria, including: assets under management and revenue generated for their firms. Investment performance is not a criterion because client objectives and risk tolerances vary, and advisors rarely have audited performance reports. Rankings are based on the opinions of SHOOK Research, LLC which does not receive compensation from the advisors or their firms in exchange for placement on a ranking. The State Ranking is limited to advisors in the State of California.