



**RETURNS MATTER,  
RISK MANAGEMENT MATTERS.**

DEFEND TOMORROW, TODAY



**HOWARD**  
Capital Management



**Are your investments  
prepared to weather  
unpredictable markets?**

## OUR VISION

Since 1999, Howard Capital Management, Inc. (HCM) has offered professional money management to those seeking growth while striving to remain on the right-side of the market. A SEC-Registered Investment Advisory Firm, the HCM vision originated during the 1987 stock market crash, with the opinion that incurring financially devastating losses due to market volatility was unnecessary.

Vance Howard, CEO and Portfolio Manager, created an investment strategy through defensive, tactical management with the main objective to protect your investments during market downturns while seeking growth. To support the strategy, he developed a proprietary **stoploss** risk management tool, the HCM-BuyLine<sup>®</sup>, to offer invested assets a downside defense.

In conjunction with our management approach, we believe our systems of defensive, tactical management can help you navigate the uncertain waters of the financial markets to better help you meet your investment goals.





## RETURNS **MATTER**

We understand the time, money, and stress it takes to recover losses in major market downturns.

## STRAIGHTFORWARD **GUIDANCE.**

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Our goal is to protect and defend your assets, while seeking upside potential. We understand the time, money and stress it takes to regain losses during market downturns. It is our mission to give you peace of mind and guide you through complex market conditions that arise while investing.

The investment strategies we use at Howard Capital Management, Inc.

are defensive and tactical. We believe tactical management is a powerful, straightforward solution to navigating market volatility, while striving to drive performance and hedge against inflation.

Through our defensive, pro-active approach to investing, we monitor market conditions daily in conjunction with the use of our HCM-BuyLine<sup>®</sup> tool, to help your portfolio maximize its potential.

# THE HCM-BUYLINE® YOUR DEFENSE

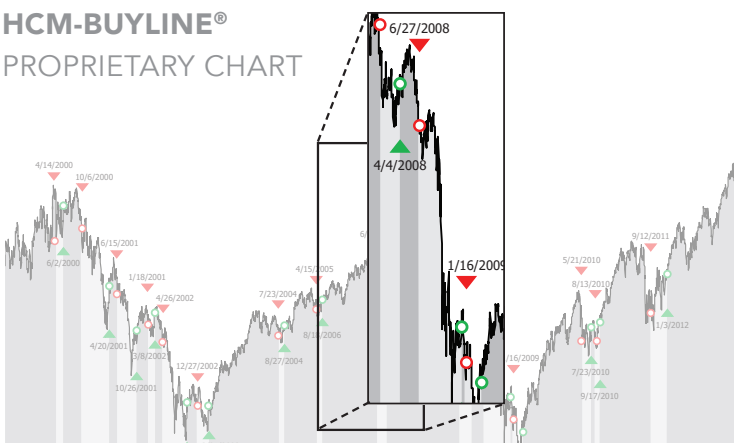
The HCM-BuyLine® is our proprietary *stoploss* tool designed to remove emotion from the investing process and serve as a portfolio *guardian* in volatile markets. The tool mitigates downside risk, actively working to avoid catastrophic losses in downturns and bear markets.

Driven by mathematical market ratios, the HCM-BuyLine® attempts to avoid major losses by moving out of equities and into cash, cash equivalents, and/or less risky investments, all while seeking to take advantage of market upturns.

In use since 1997, this tool overlays all of our separately managed portfolios, as well as our proprietary Mutual Funds in an effort to keep your assets on the safe side of the market.

Pictured below are some of the historic HCM-BuyLine® moves, which indicated when to enter and exit the market. Highlighting the financial meltdown in 2008, the HCM-BuyLine® signaled to exit the stock market, avoiding much of the worst market draw-down that decade, preserving client assets and resulting in better performance.

**HCM-BUYLINE®**  
PROPRIETARY CHART



## HISTORICAL EVENTS THAT LEAD TO HCM-BUYLINE® SIGNALS:

- July 1997**  
The Asian Financial Crisis affects global markets
- October 1998 –**  
Global economic turmoil, predictions of global depression
- September 1999**  
“Y2K” Year 2000 scare
- March 2000 –**  
Tech bubble bursts
- September 2001**  
World Trade center terror attacks
- March 2003 –**  
U.S. Invades Iraq, corporate accounting scandals underway
- August 2005**  
Hurricane Katrina devastates the Southern U.S. coast
- October 2006 –**  
The Dow Jones Average moves above 12,000 for the first time
- March 2007**  
Beginning of the subprime mortgage crisis
- January 2008 –**  
The U.S. recession is underway, unemployment soon reaches 10%
- May 2010**  
Flash Crash: Dow has second largest point swing
- September 2011 –**  
E.U. sovereign debt crisis; U.S. credit rating downgrade
- 2012 – 2015**  
Cyclical bull market
- June 2016 –**  
“Brexit”: Britain votes to exit the E.U.

# BUILDING YOUR PORTFOLIO

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Our separately managed accounts and Mutual Funds are pro-actively and tactically managed. With investment options spanning across all the various sectors and asset classes, HCM offers a strategy for everyone in every season of life.

Whether you are a young investor, planning for retirement or in retirement, we have a portfolio model or tool to suit your needs, risk level and goals.



...Prepare for at least two declines of 25-30%, maybe even 50%, in the coming decade.

– **John Bogle**

Founder of Vanguard Funds

## + TACTICAL MANAGEMENT

Tactical management is an active approach that allows us to hold a range of percentages of asset allocations in each of our portfolios.

## + FLEXIBILITY

All of our portfolios are fully liquid. We do not lock you into any investment you cannot change or easily withdraw from.

A central graphic consisting of a light gray circle with a thin border. Inside the circle, the text 'HCM MANAGED PORTFOLIOS' is written in a bold, dark gray, sans-serif font. A horizontal line and a vertical line intersect at the center of the circle, extending outwards.

### HCM MANAGED PORTFOLIOS

## + STOPLOSS MANAGEMENT

We overlay most of our investment portfolios and retirement tools with our proprietary **stoploss** tool, in an effort to keep your assets on the right-side of the market.

## + EXPERIENCE

With over 30 years experience, our disciplined strategies are backed by extensive research, sophisticated analysis, and non-emotional, mathematical tools.



## PREPARING FOR RETIREMENT WITH PROFESSIONAL HELP.

A company-sponsored retirement plan is one of the greatest gifts from your employer that deserves careful attention. We offer several proprietary retirement tools to help you best achieve your goals.

- 401(k) Optimizer®**  
 The smart (and easy!) way to manage your retirement plan account; the 401(k) Optimizer® is an online allocation tool designed to deliver personalized recommendations based on individual's investment options, risk tolerance, age and long-term goals.
- TSP Optimizer®**  
 Built for the public sector, federal employees may upload their fund options and quickly allocate their Thrift Savings Plan (TSP) Funds\* based on their risk tolerance and long-term goals.
- Self-Directed Brokerage Accounts**  
 Gain the freedom to choose from a wider selection of investment choices in your 401(k), 403(b) and 457. Investors will receive active management and remain in greater control of their retirement plans.

All of our retirement tools are delivered with the use of the HCM-BuyLine®.

Preparing for retirement is important to us here at Howard Capital Management, Inc. Let us, along with your financial advisor, help you protect and build for your future.

*\*See disclosures for TSP Fund descriptions.*

"On average, across eight different age cohorts, the difference in annual returns for Help Participants was 3.32% higher than for Non-Help Participants, net of fees. Additionally, the difference in annual returns for Help Participants was better in each age group, with the median annual performance difference ranging from 2.13% to 3.70%."

**– Financial Engines & AON Hewitt:**

"Help in Defined Contribution Plans: 2006 through 2012"



## A CLEAR VISION

We tactically select the investments for your actively managed portfolio based on your personal risk level.

## OUR PORTFOLIOS OFFER YOUR PLAN.

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**We offer an investment strategy for all investors in every season of life, ranging from a mix of conservative investment options to more aggressive investment options.**

### **SMA PORTFOLIOS:**

Active Lifestyle Portfolio (ALP)  
All American  
All Weather  
Investor Lifestyle Portfolio (ETF)  
Investor Lifestyle Portfolio (MF)  
Horizon Bond  
Dividend Income  
Viper 2  
Ultra Aggressive

### **PROPRIETARY MUTUAL FUNDS:**

HCM Dividend Sector Plus (HCMNX)  
HCM Tactical Growth (HCMGX)  
HCM Income Plus (HCMEX)

*All of our Mutual Funds can be found on MorningStar or on our Mutual Fund website at [www.howardcmfunds.com](http://www.howardcmfunds.com).*



## “WHO SHOULD I TRUST TO HELP MANAGE MY ASSETS?”



**Vance Howard is the CEO, Founder and Portfolio Manager of Howard Capital Management, Inc. The firm offers an array of investment choices across different asset classes and sectors including three proprietary Mutual Funds.**

Following the 1987 stock market crash, Vance Howard sought to find an effective way to mitigate downside risk. His years of research yielded the disciplined and systematic investment process now called the HCM-BuyLine®. The HCM-BuyLine® is an emotionless, mathematical process driven by market ratios. Our investment programs and funds use the HCM-BuyLine® to determine when to be in the market and when to be out of the market.

Vance Howard and his team of financial professionals have offered professional money management through Howard Capital Management, Inc. for the public since inception in 1999. He specializes in research, development, and implementation of various types of trading systems. After years of research, he developed a disciplined, systematic, and non-emotional method of investing that is designed to protect clients' assets during major market declines.

Since the inception of his line of HCM Mutual Funds, Vance has been featured in Kiplinger Magazine, Investment News, Investor's Business Daily, the Wall Street Journal, and MorningStar.



## IMPORTANT DISCLOSURE INFORMATION

Past performance may not be indicative of future results. Different types of investments involve varying degrees of risk. Therefore, it should not be assumed that future performance of any specific investment or investment strategy (including the investments and/or investment strategies recommended and/or undertaken by Howard Capital Management, Inc. ("HCM"), or any non-investment related services, will be profitable, equal any historical performance level(s), be suitable for your portfolio or individual situation, or prove successful. HCM is neither a law firm nor accounting firm, and no portion of its services should be construed as legal or accounting advice. Moreover, you should not assume that any discussion or information contained in this document serves as the receipt of, or as a substitute for, personalized investment advice from HCM. Please remember that it remains your responsibility to advise HCM, in writing, if there are any changes in your personal/financial situation or investment objectives for the purpose of reviewing/evaluating/reviving our previous recommendations and/or services, or if you would like to impose, add, or to modify any reasonable restrictions to our investment advisory services. A copy of our current written disclosure Brochure discussing our advisory services and fees is available upon request. The scope of the services to be provided depends upon the needs of the client and the terms of the engagement.

Please Note: Limitations: Neither rankings and/or recognition by unaffiliated rating services, publications, or other organizations, nor the achievement of any designation or certification, should be construed by a client or prospective client as a guarantee that he/she will experience a certain level of results if Howard Capital Management, Inc. is engaged, or continues to be engaged, to provide investment advisory services. Rankings published by magazines, and others, generally base their selections exclusively on information prepared and/or submitted by the recognized adviser. Rankings are generally limited to participating advisers. No ranking or recognition should be construed as a current or past endorsement of Howard Capital Management, Inc. by any of its clients. ANY QUESTIONS: Howard Capital Management, Inc.'s Chief Compliance Officer remains available to address any questions regarding rankings and/or recognitions, including providing the criteria used for any reflected ranking.

Our proprietary indicator, the HCM-BuyLine®, identified changes in the market trend. Buys and sells may or may not have occurred on the exact dates shown. These dates do not necessarily reflect transactions applied to every individual account. Also, certain products, custodians and portfolios may have a delay in execution. When the HCM-BuyLine® indicates a bull market, HCM then identifies the particular mutual funds, ETFs or individual stocks that we believe have the best return potentials in the current market from the universe of assets available in each given program and invests in them. When the HCM-BuyLine® indicates a bear market, HCM moves clients' investments to less risky alternatives.

Not every HCM-BuyLine® buy and sell will result in a profitable trade. There will be times when following the indicator results in a loss. However, there have been situations in the past in which HCM reduced clients' exposure to equities during market downturns by following an HCM-BuyLine® signal, thereby preserving capital. An important goal of the HCM-BuyLine® is to outperform the market on a long-term basis. The reason is the mathematics of gains and losses. A portfolio which suffers a 30% loss takes a 43% gain to return to the previous portfolio value.

The HCM-BuyLine® is a reactive indicator, not a proactive one. It will not catch the first 5–10% of a bull or bear market. Ideally, it will avoid most of the downtrends and catch the vast bulk of the uptrends. There may be times when the use of the indicator will result in a loss when we re-enter the market. Other times there may be a modest positive impact. When severe downtrends occur, however, such as in 2000-2002 and 2007-2008, it has the potential to make a significant difference in portfolio performance.

Naturally, there can be no guarantee that the HCM-BuyLine® indicator will perform as anticipated. Stoploss protection will not necessarily limit your losses to the desired amounts due to the limitations of the HCM-BuyLine®, market conditions, and delays in executing orders. It is not an actual stoploss order that automatically sells securities in the portfolio at a certain price.

The Thrift Savings Plan is a defined-contribution plan for federal employees, members of the uniformed services, or a beneficiary participant. The TSP G Fund (Government Securities Investment Fund) is invested in short-term U.S. Treasury securities. The TSP F Fund (Fixed Income Index Investment Fund) is invested in U.S. investment-grade bonds, as tracked by the Barclays Capital Aggregate Bond Index. The TSP C Fund (Common Stock Index Investment Fund) is invested in broad market stocks in the Standard & Poor's 500 (S&P 500). The TSP S Fund (Small Cap Stock Index Investment Fund) invests in stock index funds, and tracks the Dow Jones U.S. Completion Total Stock Market Index. The TSP I Fund (International Stock Index Investment Fund) invests in international stocks following the MSCI EAFE Index.



**Embark on a partnership  
with us that is geared towards  
helping you accumulate wealth  
in unpredictable markets.**



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