

WHY SEM?

Our Behavioral Approach for
Investors & Financial Advisors

Our Behavioral Approach to
Investment Management

WHY

Investors are human;
humans are emotional

Stock & bond markets swing based on
supply & demand, which is determined
by investor sentiment (emotions)

HOW

Scientific measurement
of the true risk tolerance
of each client

Dozens of Scientifically designed
trading systems to monitor
market trends

WHAT

Customized portfolio
based on: financial plan,
cash flow strategy, &
investment personality

3 distinct investment
strategies with 15 different
investment models
comprised of SEM's
systems

