Greg Miller, CEP®, RFC® and Principal of Guardian Capital, LLC

What's in *Your* Portfolio?

GUARDIAN CAPITAL IS COMMITTED TO MEETING ITS CLIENTS' FINANCIAL NEEDS TODAY, TOMORROW, AND FOR GENERATIONS TO COME.

"When new or potential clients come to me, I always ask them if they know what's in their portfolio—if they know what their money is invested in. Most don't and admit they're really only checking their balance to see if they've gained or lost value," says Greg Miller, CEP®, RFC® and Principal of Guardian Capital, LLC. "What concerns me is that over and over I see cookie-cutter portfolios loaded up with mutual fund products heavy with sales charges and fund expenses.

"Sure, you could choose from different asset classes within the mutual fund arena, and you could seek out lower-cost mutual funds," Miller continues, "but the bottom line is that, at any given time, one-third of those funds are out of favor. They're not working as hard for your money as they should be."

CUSTOMIZED PORTFOLIOS

Miller believes in custom designing financial plans for each of his clients, utilizing a proactive investment strategy that relies on the active management of assets at the highest levels possible to help clients pursue financial security and self-confidence. Instead of cookie-cutter portfolio investing, at Guardian Capital, all portfolios are well diversified based on each client's risk tolerance, following a comprehensive risk versus reward process.

"Frequently, the average investor—and yes, even financial advisors—do not allocate investments in a way that achieves a suitable balance between equity [at risk] investments and principal protected investments," explains Miller. "Doing so requires a macro view of all investable assets and careful, thoughtful planning to balance investment risk."

As a Portfolio Manager, Miller manages customized portfolios using, whenever possible, no-load and low-cost mutual funds, Exchange Traded Funds (ETFs), and stocks, along with principal protected investments to reduce risk.

GOOD, BETTER, BEST

Of course, Miller isn't saying mutual funds are a bad investment—only that caution needs to be taken to ensure that the funds one does invest in are best in class.

"Less than 15 percent of mutual fund managers beat the S&P 500 averages. I believe ETFs are a better choice," Miller says.

ETFs, he explains, are managed passively and are more efficient. They cost significantly less than the average mutual fund. Many ETFs are also sector- and index-based, providing investors the ability to focus on the more productive areas of the market.

Miller puts individual stocks especially blue chip American stocks—recognizable names with solid fundamentals—into the "best" basket.

"Blue chip stocks, in particular, are less volatile, and they are the most efficient means of investing for the long term," he emphasizes. "It's been my experience that when I've added ETFs and stocks to portfolios, returns went up faster and gains held better than just using a portfolio of mutual funds only.

"Ultimately, my goal is to capture gains when the market is trending up and protect clients' assets when the market is trending down. By following the relative strength of the markets, the overall performance of an investment portfolio can potentially improve, helping clients maintain financial growth. Simply put, Guardian Capital helps clients manage all the facets of their financial lives during both up and down times. Isn't it time to review your portfolio?"

Guardian™ CAPITAL
Registered Investment Adviser

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Investment returns and principal value will fluctuate so that upon redemption an investor's shares may be worth more or less than original value. An investor should carefully consider the investment objectives, risks, charges and expenses before investing. The fund prospectus and/or the ADV Part 2A contains this and other information about the investment company.