



STRONG DIVIDEND

A PARAGON FINANCIAL STRATEGY

SUMMARY

- Actively managed portfolio of dividend paying stocks
- Driven by systematic, objective technical and fundamental research
- Higher focus on long-term growth than through dividends and stock appreciation
- Dividend Income can be reinvested or paid as income
- Emphasis on transparency and communication

COMMUNICATION

- ✓ Trade Notifications
- ✓ Monthly Statements
- ✓ Quarterly Market Videos
- ✓ Quarterly Performance Reports

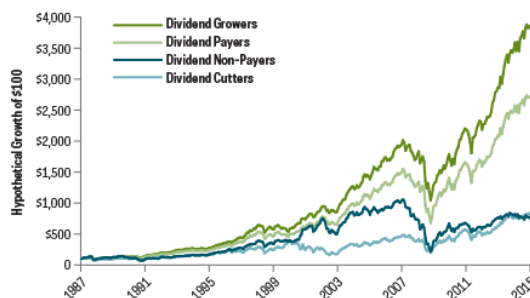
CHARACTERISTICS

- Investment Objective: Growth with Income
- Investment Horizon: Minimum of 7 Years
- Investment Minimum: \$100,000
- Benchmark: S&P 500





INCOME AND GROWTH THROUGH STRONG DIVIDENDS

Dividend investing strategies have been a long time favorite of investors. Whether it's a desire to enhance an existing portfolio, or receive a steady income stream, or simply to listen to what your grandfather always said to do, buying stock of companies with a long track record of paying good dividends has been a fruitful investing strategy for many years. According to Proshares and Ned Davis Research, as of December 31 2105, U.S. Companies that grow their dividends year-over-year have the tendency to outperform those that don't. Strong Dividend is an investment strategy that seeks growth and income through the selection of companies that have a long track recording of dividend growth. The strategy emphasizes stock selection and is driven by an objective, consistent investment process. This long-term focused strategy combines the strength of the Standard & Poors (S&P) 500 Dividend Aristocrat Index with the robust overlay of our Relative Strength research. The S&P 500 Dividend Aristocrat Index is comprised of the members of the S&P 500 that have increased their dividends every year for the last 25 years. Strong Dividend uses Relative Strength research to narrow down the Dividend Aristocrat Index to those companies it believes offers the best total return potential. Strong Dividend also offers the opportunity to raise cash levels during bear markets.

U.S. Dividend Growers Outperformed
Russell 3000 Index, January 1987-December 31, 2015



INVESTMENT PROCESS

-  Continually create an inventory of Dividend paying Stocks from the S&P 500 that have increased dividend payouts every year for at least 25 years
-  Put the resulting list of strong dividend paying Stocks through a rules-based, relative strength weighted arm-wrestling contest – Removing emotions, judgement calls and individual subjective opinions from the investment process
-  Create leaderboards by ranking the Stocks from strongest to weakest – The process focuses its exposure at the top of these leaderboards and seeks to avoid exposure to the lowest rankings
-  Consistently update the research model to determine if a change is needed.

No strategy assures success or protects against loss. This information is presented as an introduction to the portfolio strategy and for educational purposes. As such, it is not intended as a solicitation or offer. Prospective investors should contact his/her advisor for more detailed portfolio information and the product's suitability in meeting your financial investment objectives.

Different types of investments involve varying degrees of risk, and there can be no assurance that any specific investment will either be suitable or profitable for a client or prospective client's investment portfolio.



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Registered Investment Advisor