



NEW SQUARE  
CAPITAL

Investment solutions to help  
reach *your* goals

## NewSquare Capital, LLC

is a registered investment adviser and portfolio management firm that provides investment guidance to clients based on their specific financial objectives. We manage a range of strategies that include portfolios tailored for:

- Risk-Managed Growth
- Income
- Wealth Perseveration

Our strategies deliver sophisticated solutions that seek to provide the appropriate balance between risk and reward.

## We Think Differently

NewSquare Capital offers three distinct, yet complementary categories of investment solutions to address client needs across any market environment; Income, Growth and Focused. The majority of our proprietary family of portfolios within each of these broad categories are built with Exchange-Traded Funds (ETFs) to deliver distinct advantages over both traditional stocks—and—bonds investing. advantages such as:

- Broader diversification
- Greater focus on asset allocation
- Passive vs. active management
- Lowers costs

Further, they are tailored to address the new, complex realities of today's financial markets. In a global investment environment characterized by increased volatility, we help our clients succeed by managing what is within their control.

## Benefit from Our Experience

At NewSquare Capital, we understand the many challenges of today's economic environment. Growing complexity around the globe makes the need for investment advice more critical than ever. Investors today are seeking new solutions that can help them navigate market risks, remain nimble in a changing global economy, and feel confident about their futures.

The NewSquare family of investment portfolios are managed by an experienced portfolio management team who conduct independent research and security analysis. The main objective of our portfolio managers is to maximize the return of your investment with the level of measured risk that is consistent with your personal or business investor profile. We aim to deliver the best possible performance through all market cycles.

Keeping *your* best  
interests in mind

*At NewSquare Capital we believe that wealth is created by developing a comprehensive investment strategy and maintaining the resolution to reach your long term goals.*

## Constructing an Effective, Diversified Portfolio

An effective portfolio should be based on sound asset allocation strategy that is both active and dynamic. It should follow a tactical approach that attempts to minimize risk and maximize opportunity, particularly in volatile markets. It should be globally diversified and include a broad mix of asset classes. Global, multi-asset class strategies may require more oversight and management but these strategies increase diversification and are more representative of the world economy. ETFs are powerful tools to help achieve this diversification and can provide rewarding results in terms of portfolio growth and risk management

**An exchange traded fund (ETF)** is an investment vehicle that combines key features of traditional mutual funds that offer diversified portfolios with the benefits of individual stocks in that they can be traded on an exchange throughout the day.

### Benefits of ETFs

- Are low cost, tax efficient and transparent
- Offer liquidity and trading flexibility
- Allow for diversification with asset classes and by geography
- Employ tactical risk management

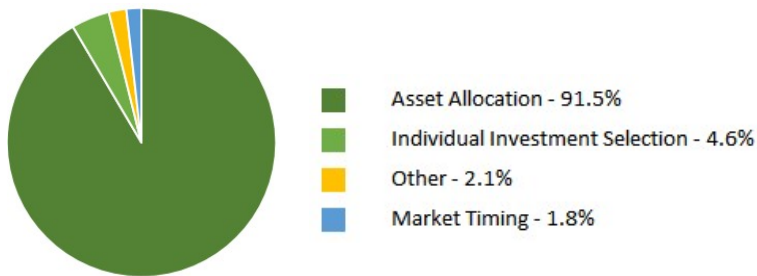
In the past, individual investors generally had access to only a limited range of asset classes in which to invest for diversification of their portfolio. Today, with a mature ETF industry, individuals have a new expanded toolbox with which to diversify their investments. ETFs give individuals access to a multitude of asset classes, many of which were once inaccessible to most investors. This enables individuals to implement robust asset allocation strategies on a level playing field with the biggest institutional investors.

**ETFs offer advantages** over individual securities, mutual funds and static index investing that can significantly enhance portfolio performance. They are highly-efficient investment vehicles that can replace stocks, stock funds, bonds, bond funds, index funds, and more.

## Our Core Beliefs

### On Asset Allocation

Investment performance is overwhelmingly determined by asset allocation decisions. According to one of the most prominent studies\*, 91.5% of a portfolio's performance is determined by asset allocation whereby individual investment selection accounts for just 4.6% and market timing for only 1.8%.



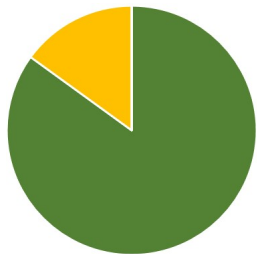
\*Determinants of portfolio performance II: An Update Brinson, Singer and Beebower, 1996

### On Active vs. Passive Management

The performance of active managers has not lived up to expectations when measured against stated benchmarks. The odds of selecting a manager that does so consistently are very low.

**Performance.** A high percentage of active managers underperform their stated benchmarks.

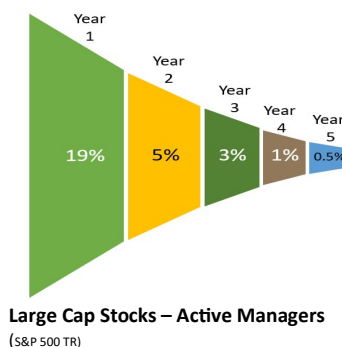
Large cap US managers vs. Russell 1000 Blend



85% of Active Managers have underperformed the index over five years ending 9/30/16.

**Consistency.** The odds of selecting a manager that consistently meets or beats its benchmark are very low.

Active Managers Who Outperformed the S&P 500 in Consecutive Years.

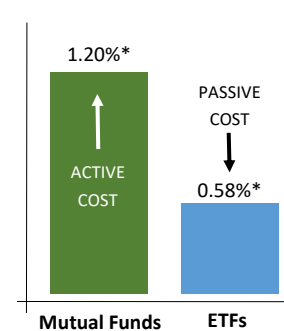


The chance that an active manager who outperformed in one year would repeat that success in consecutive years is similar to a coin toss.

Source: Morningstar Direct. 2011-2015 annual return figures are based on the oldest share class of active open-end mutual funds whom submitted return information to Morningstar. Population examined consists of 3107 mutual funds.

**Cost.** The cost of active management is much higher than the cost of passive management.

Average expense ratios of actively managed mutual funds vs. passive ETFs



Paying fees for stock selection or manager selection may be unproductive and have little impact on a portfolio. Costs should be directed to the most effective activities, such as asset allocation management, and less on security selection.

Source: Morningstar Direct. \*Average expense ratios are calculated from the most recent Prospectus Net Expense Ratios submitted to Morningstar Direct as of 6/30/16.

Source: Morningstar Direct. Data is based on the oldest share class of active open-end mutual funds whom submitted return information to Morningstar. The population examined consists of 3170 mutual funds. Past performance does not guarantee future results





## Simple. Efficient. Innovative

NewSquare Capital LLC pursues well-defined, global investment strategies, implemented in 16 institutional-style portfolios. These portfolios deliver sophisticated strategies to individuals, as well as institutional investors including trusts, endowments, foundations, non-profit organizations, pension plans and corporations .

### Simple

- Easy to understand (know what you own and why)
- Clear reporting
- Eliminate portfolio clutter

### Efficient

- Low Cost
- Tax Efficient
- Liquid and transparent
- Flexible
- Focused on what matters most

### Innovative

- Institutional investment process
- Global diversification across asset classes
- Strategic asset allocation
- Tactical risk management
- Rigorous ETF/securities screening process
- Opportunistic rebalancing

## The NewSquare Family of Investment Portfolios

### Taxable Income

- ETF Taxable Bond Strategy
- Individual Taxable Bond Strategy
- Total Return ETF Strategy

### Tax-Exempt Income

- ETF Tax-Exempt Bond Strategy
- Individual Tax-Exempt Bond Strategy

### Diversified Growth

- Relative Strength Portfolio Series
- Strategic Portfolio Series
- Macro Portfolio Series

### Focused Portfolios

- Dividend Focus Strategy
- Commodity Focus Strategy



Visit us at [www.NewSquareCapital.com](http://www.NewSquareCapital.com)

Call 877-313-1343 to speak with an Investment Consultant

Email [info@newsquarecapital.com](mailto:info@newsquarecapital.com) to request more information or schedule and appointment

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### Disclosures Related to NewSquare Capital LLC

In general the ETF-based NewSquare Portfolios seek to outperform their benchmarks by raising and lowering asset class exposures, industry sector exposures, country exposures, currency exposures, and various alternative asset class exposures to anticipate relative price movements. To this end, the portfolios may utilize fixed income ETFs, U.S. equity ETFs, international ETFs, currency strategy ETFs, and alternative class ETFs (including real estate, commodities, hedge fund strategies, private equity strategies, and potentially others) to adjust exposures where appropriate. There are risks involved with investing in ETFs, including possible loss of money. Index-based ETFs are not actively managed. Actively managed ETFs do not necessarily seek to replicate the performance of a specified index. Both index-based and actively-managed ETFs are subject to risks similar to stocks, including those related to short selling and margin maintenance. In addition to the normal risks associated with investing, international investments may involve risk of capital loss from unfavorable fluctuation in currency values, from differences in generally accepted accounting principles, or from economic or political instability in other nations. Emerging markets and frontier markets involve heightened risks related to the same factors as well as increased volatility and lower trading volume. Investments in smaller companies, in narrowly focused sectors, and in individual foreign countries typically exhibit higher volatility. Real estate investments are subject to changes in economic conditions, credit risk and interest rate fluctuations. Commodity-related investments are speculative and involve a high degree of risk. Commodities markets have historically been extremely volatile, creating the potential for losses regardless of the length of time an investment is held. Bonds and bond funds will decrease in value as interest rates rise. Investment return and principal value will fluctuate so that an investor's shares, when sold or redeemed, may be worth more or less than the original cost and potentially subject to capital gains taxes. Tax-exempt fixed income strategies invest in securities designed to pay income that is exempt from certain income taxes, but a portion of the income may be subject to federal or state income taxes or the alternative minimum tax. Federal or state changes in income or alternative minimum tax rates or in the tax treatment of municipal bonds may make them less attractive as investments and cause them to lose value.

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