
All of the forces of the market aren't
conspiring against you.
You are conspiring against you.

We're all vulnerable, on occasion, to the whims of our emotions. Even if you make rational, carefully considered investment decisions 99% of the time, those moments when anxiety boils over into fear or when prudence gives way to greed can wreak havoc on your portfolio.

That's why it's critical to take emotion out of the equation. And perhaps the best way to do so is to find an investment philosophy with a proven track record that you can believe in, making it easier to adhere to over the long haul—a philosophy that enables you to ignore the daily gyrations of the market.

Since 1977, Al Frank Asset Management has employed a long-term investment philosophy that's based on three core tenets: selection, diversification and patience. And while we're fond of talking at length about our time-tested philosophy, for now we'd like to share with you the abbreviated version:

Perhaps nothing sets us apart, in our view, more than our approach to stock selection. We don't limit ourselves to the constraints of those nine little style boxes. So we're free to go wherever we think the best stock values currently are found. After crunching thousands of numbers to unearth these bargains, we feel we can be confident that their value has the potential to emerge in time, so patience comes easily. And patience in turn enables us to have low turnover of our holdings, which keeps our trading costs down while potentially improving our after-tax returns (as realized capital gains are often of the long-term variety). To minimize risk and maximize opportunity, our holdings of individual stocks number in the hundreds, we think improving our chances of owning those rare few stocks that everyone wishes they'd noticed earlier.



Al Frank
ASSET MANAGEMENT