Applying Behavioral Finance
by Brinker Capital & AthenaInvest

Featuring:

Daniel Crosby PhD, Chief Behavioral Officer, Brinker Capital. New York Times Best Selling Author “The Behavioral Investor”

C. Thomas Howard, PhD, CEO and Chief Investment Officer, AthenaInvest. Author of “Behavioral Portfolio Management”
Today’s Speakers

Greg Richards, CFA®, CFP®
AVP, Senior Investment Analyst
Envestnet | PMC

Daniel Crosby, PhD
Chief Behavioral Officer
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C. Thomas Howard, PhD
CEO and Chief Investment Officer
AthenaInvest
The advisor of the future

IQ

EQ

Customization

Access

Communication

Peace of Mind
Greg Richards, CFA®, CFP®
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Daniel Crosby, PhD
Chief Behavioral Officer
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C. Thomas Howard, PhD
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Cost Of Emotions

For the period April 1997 through September 2016. For details regarding truly active funds (DR5 funds), Best Idea Stocks (DR5 stocks), and Best Markets, visit AthenaInvest.com. Data sources: AthenaInvest, Thomson Reuters Financial, and Lipper.
Behavioral Portfolio Management

Measurable and Persistent Behavioral Price Distortions

Careful Primary or Big Data Empirical Research

Consistent, High Conviction Investment Process

Rules Based Portfolio Management
Manager Selection

Portfolio
- Strategy-Based
- Fund Strategist
- Growth Portfolio
- Long-Term Growth

Behavioral Criteria
- Strategy
- Consistency
- Conviction
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<th>Portfolio</th>
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### Market Selection

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Behavioral Wealth Advising combines Planning, Solution Selection and Behavioral Guidance. When combined, they make a dramatic difference in the overall client experience and value proposition.
Behavioral Client Experience

**Discovery**
- Values
- Concerns

**Planning**
- Needs
- Choices

**Guidance**
- Education
- Coaching

**Plan Adjustments**
- Inventories
- Checklists

**Solutions**
- Outcomes
- Expertise

**Plan Progress**
- Success
- Behaviors

Then Behavioral Wealth Advisor
Behavioral Viewpoints - A Unique Perspective

Focusing on Behaviors

- We take a behavioral view of the markets and financial advice.
- The Athenainvest investment process is based entirely on behavioral factors.
- The Viewpoints section of our website is a valuable resource for unique behavioral perspectives.

Get behavioral insights straight to your inbox: Register at www.athenainvest.com/register
Discussion

Greg Richards, CFA®, CFP®
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Brinker Capital

C. Thomas Howard, PhD
CEO and Chief Investment Officer
AthenaInvest
Thank you for attending.
Stay tuned for an email with the replay on Envestnet Institute.
Important Information

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Some figures shown are past results. Past performance does not guarantee or indicate future results.

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