



## American Hero Portfolios

**By encouraging the good in our nation, you will be helping to build an even brighter America.**

American Hero portfolios comprise, not just values companies, but companies that we believe redefine the role of public companies in contributing to the common good.

American Hero companies demonstrate what we believe to be the highest commitment to sacrificially serving their employees, customers, and communities. We believe that they act with unwavering integrity, and courageously advance timeless values within their sphere of influence.

### Beyond Values Screening

**Not simply screening the bad, nor even finding the good, but discovering exceptional difference makers**

### One of the Strongest Values Portfolios in the Industry

**In-depth proprietary analysis uncovers both the objectionable, and the commendable**

### Mission of Service

**Companies that infuse values throughout the organization & are missionally committed to strengthening families & the nation**

American Hero Portfolios offer investors the opportunity to help America by supporting companies who help America. With an established track record of competitive long-term performance, we can help meet your personal and financial goals.

We conduct a careful examination of the ethical and values-driven approach through which management directs and inspires its organization. We evaluate how those values are implemented holistically throughout the organization and the greater community.

### American Heroes Make a Tangible Difference

- » **Are leaders in exemplifying timeless American values**
- » **Substantially contribute to the strengthening of our nation by living out and encouraging the expression of cherished American values**
- » **Like searching for a precious pearl, out of the thousands of firms evaluated, only 3% of publicly-traded U.S. companies meet our stringent criteria.**

### American Hero Companies:

- Express Faith
- Help to Stabilize Families
- Support Veterans
- Serve the Vulnerable
- Alleviate Poverty
- Encourage Values
- Protect the Environment
- Build Communities
- Fund Education
- Inspire Youth



## Portfolio Characteristics

### ► Multi-Cap Blend

American Hero portfolios are diversified instruments that can serve as the core domestic equity portion in a comprehensive asset allocation strategy.

### ► Low Turnover

Low annual turnover with minimal active trading can create tax efficiencies and lower the costs that can cumulatively reduce returns.

### ► Annual Rebalancing

Our portfolios are weighted similarly, which, during rebalancing, creates a discipline of purchasing more shares of undervalued stocks and selling shares of overvalued stocks. This approach can help optimize performance.

### ► Stability

Our 15-year track record demonstrates how our values-driven portfolios may help lessen risk during down markets and may allow for steadier performance during volatile markets.

### ► Competitive 5 and 10-Year Performance History

American Hero portfolios have competitive long-term performance records. Even so, we strive to keep our investment objectives secondary to our primary purpose of helping investors help America.

## Our Distinctives

» **Investing that Helps America:** By supporting companies that best reflect Timeless American values investors will be helping insure freedom and, therefore, helping build a stronger, brighter America for the next generation. *Our country is in danger, but not to be despaired of ... You are to decide the important question, on which rest the happiness and liberty of millions yet unborn. Act worthy of yourselves.* - Dr. Joseph Warren, 1775

» **Targeting the Best:** By targeting exemplary companies through extensive research that is far more extensive than mere automated screening tools, investors can know the companies they support are not merely avoiding objectionable practices, but are having an expanding positive effect on our culture. *Little progress can be made by merely attempting to repress what is evil; our great hope lies in developing what is good.* - Calvin Coolidge

» **Purpose Before Performance:** Putting the purpose of helping America before investment performance allows investors to put financial rewards in their proper perspective - as the hopeful result of pursuing constructive goals rather than the primary objective. *Put people and principles before profit* - Truett Cathy

## Learn More About Our Strategy.

[americanvalues.com](http://americanvalues.com)

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**Important Disclaimers / Risks:** Our goal is first to invest in public companies that exemplify American values and only then to seek competitive returns. Accordingly, our stringent research criteria probably eliminates numerous stocks with potential for higher returns. In addition, companies acting on higher ethical standards may be willing to sacrifice short-term profits, which could result in lower stock prices. Investing in the stock market involves substantial risks including the potential loss of principal. Investors should carefully consider their investment objectives, their risk tolerance, and the expenses of investing in our portfolios. Past performance is no assurance of future results.