

KCM's Guiding Principle, Investment Philosophy & Value to Clients

Guiding Principle

- Do what's right because of love for God and others--period.

Investment Philosophy

- Each investor is unique; therefore, personalize each investor's process and portfolios and never use generic portfolio models (e.g. "Aggressive 80/20", "Moderate 60/40"...).
- Enhance portfolio growth by minimizing investment costs using low cost, tax efficient index and exchange traded funds for core positions and buying individual bonds and CDs for fixed income.
- Reduce risk of loss by investing in diverse asset classes, industries, size of companies and countries with the goal of each investment independently contributing to the portfolio's growth (i.e. low correlation of returns). And use stop-loss orders when possible.
- Partner with investment firms and other financial experts who put clients' best interest first.
- Portfolio performance matters—no excuses.

Value to Clients

- Clarify each investor's unique financial situation, future financial goals, and create the investor's customized Critical Path Map™ to his or her goals based on the cash flow and portfolio forecast.
- Use three portfolios to maximize personalization and responsiveness: *Current Cash* (cash needed soon), *Income* (individual bonds matched to income needs over a set number of years) and *Growth* (equity mutual funds to replenish the Income Portfolio as needed).
- Semi-annually track progress using the investor's Critical Path Map™ adjusting portfolios as needed to help the investor stay on the Path to achieve his or her goals.