

## Unplugged: *Key Takeaways*

### Global Macro & Portfolio Positioning

*Chris Konstantinos, CFA® | Director of Investments | Chief Investment Strategist*

1. 2022 is a 'Mechanical Bull Market': Ultimately rewarding but nausea-inducing in the interim.
2. Key market drivers are 'The Four I's': Intrinsic Value, Innovation, Inflation, and Interest Rate Policy.
3. We believe inflation to peak in H1 2022; Stocks can handle rate hikes if not accompanied by overly restrictive policy.



### Asset Allocation Process

*Adam Grossman, CFA® | Global Equity CIO | Co-Head of Investment Committee*

*Tim Anderson, CFA® | Lead Multi-Asset Portfolio Manager*

1. Strategic Asset Allocation: Our asset allocation is based on the intersection between reasonable valuation – the 'condition' for market appreciation – and imminent 'catalysts' for that condition to be realized in market prices.
2. Our tactical process focuses on our 3 rules:
  - Don't Fight the Fed
  - Don't Fight the Trend
  - Beware of the Crowd at Extremes
3. Our asset allocation is Process over Prediction.



### Selection: Fixed Income

*Tim Anderson, CFA® | Lead Multi-Asset Portfolio Manager*

1. Make the largest portfolio moves when fundamental valuations and technicals align.
2. Choose fixed income sectors based on relative value versus traditional assets of the Bloomberg Aggregate.
3. Attempt to maximize yield per unit of duration (Income) and create portfolio downside protection using Cash/Treasuries.



### Selection: Equities

*Adam Grossman, CFA® | Global Equity CIO | Co-Head of Investment Committee*

1. We think a good team requires good players AND a good process to get results.
2. Models ≠ Reality: Embrace measurements over "The Answer".
3. Accept the 60/40 Principal: Expect even good measurements to have losing periods.



## Risk Management

*Chris Konstantinos, CFA® | Director of Investments | Chief Investment Strategist*

1. The primary goal of our Risk Management discipline is to remove human emotions from our investment decisions.
2. Regardless of time horizon or investment objective, every RiverFront solution has a risk management overlay.
3. Having Risk Management as part of our process creates an environment of collaboration and psychological safety across the Investment Team.



## Oechsli Presents: Mastering Affluent Client Acquisition

*Stephen Boswell, MBA | President, Oechsli*

1. Raise your digital marketing game.
2. Deepen your referral alliances.
3. Socially prospect with confidence.



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RIVERFRONT INVESTMENT GROUP

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