





# THE HCM-BUYLINE®

### PROPRIETARY STOPLOSS INDICATOR

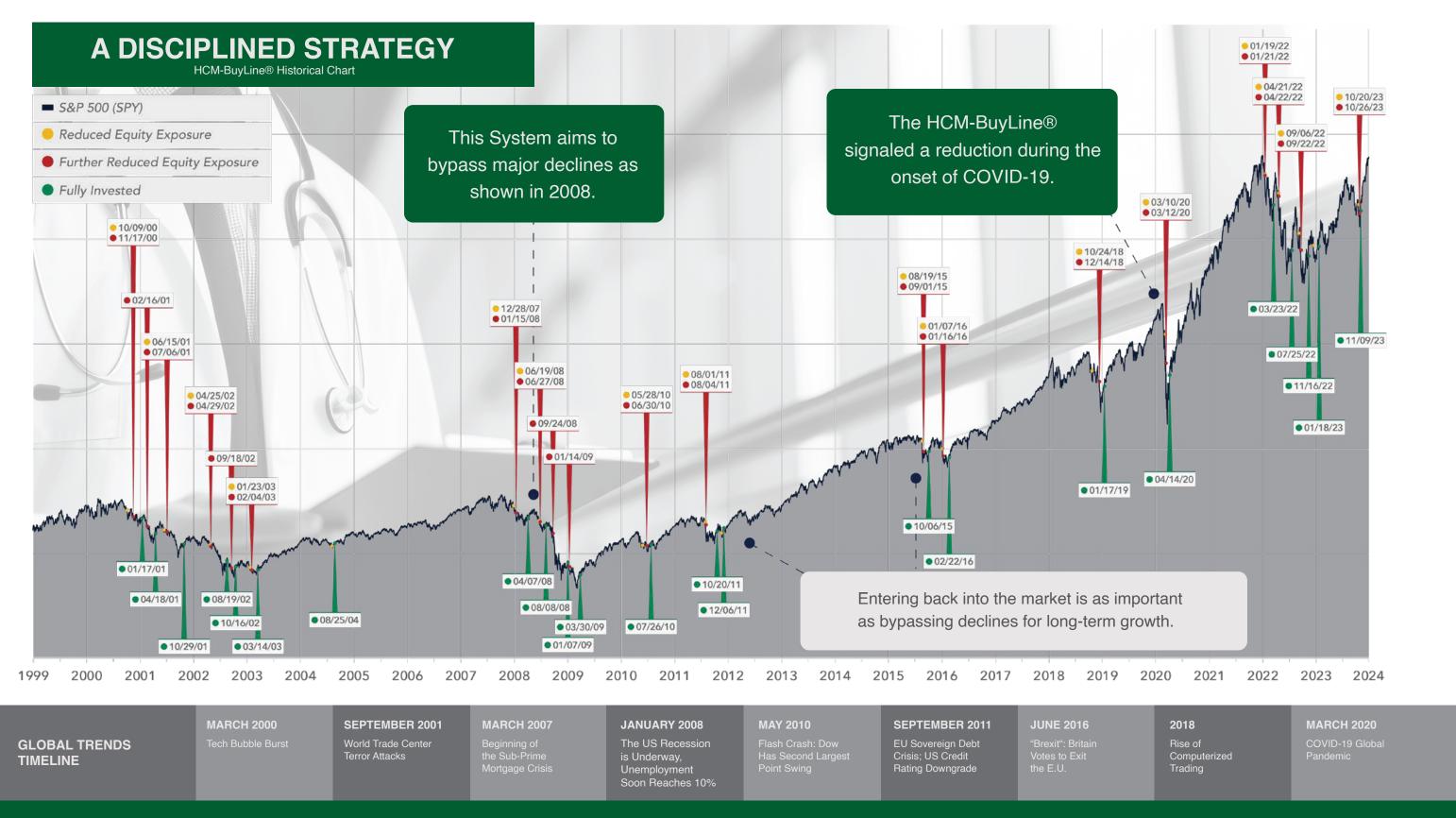
Howard Capital Management's (HCM) HCM-BuyLine® was developed by Vance Howard after the devastating financial losses of Black Monday in 1987. As a central feature of HCM's overall investment strategy, it is used to identify macro trends in global markets to determine appropriate portfolio positioning.

For decades, the HCM-BuyLine® has demonstrated the ability to capture long-term risk-adjusted returns through full market cycles.

#### **KEY FEATURES**

- Designed to be an emotionless and mathematically driven process.
- Signals when to move to cash and/or lower risk investments during market declines.
- Greater capital might be available to reinvest during market advances.

There can be no guarantee that the HCM-BuyLine® indicator will perform as anticipated. Stoploss protection will not necessarily limit your losses to the desired amounts due to the limitations of the HCM-BuyLine®, market conditions, and delays in executing orders. It is not an actual stoploss order that automatically sells securities in the portfolio at a certain price. There can be no guarantee that the HCM-BuyLine® indicator will perform as anticipated. Stoploss protection will not necessarily limit your losses to the desired amounts due to the limitations of the HCM-BuyLine®, market conditions, and delays in executing orders. It is not an actual stoploss order that automatically sells securities in the portfolio at a certain price.



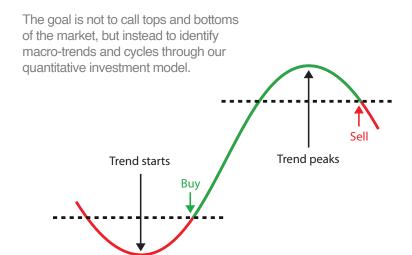
The Line indicated on this the S&P 500. Historical performance for the SPDR® S&P 500® ETF Trust (Symbol: SPY) is provided for informational and illustrative purposes only. SPY seeks to provide investment results that, before expenses, correspond generally to the price and yield performance of the S&P 500® Index, a diversified large cap U.S. index that holds companies across all eleven Global Industry Classification Standards sectors. SPY performance is shown net of internal fund expenses, including fund management fees and transaction costs. It should not be assumed that your account or any Howard CM strategy or model holdings correspond directly to SPY or any comparative benchmarks. The graphic above and on the right represents the dates on which the HCM-BuyLine® indicator signaled a change in market conditions. The graphic does not represent actual trading activity. The HCM-BuyLine® is an indicator only and will not automatically allocate and/or re-allocate client assets. Actual trading activity may take time to research and implement and, as a result, trading activity may lag behind the signals provided by the HCM-BuyLine® indicator. There can be no guarantee that the HCM-BuyLine® indicator will perform as anticipated or that following any signals provided by the HCM-BuyLine® indicator will result in a profitable trade. All investments are subject to risks similar to those of stocks. Investment returns will fluctuate and are subject to market volatility, so that an investor's share when reduced may be word. All investments are subject to risks similar to those of stocks. Investment are subject to market volatility, so that an investor's share when reduced may be market conditions and clear the roriginal control investments are subject to market volatility, so that an investor's share their original control investments are subject to risks similar to those of stocks. Investment are subject to risks similar to those of stocks, charges, and expenses of an ETF prior to investing. There can be no guarantee that t

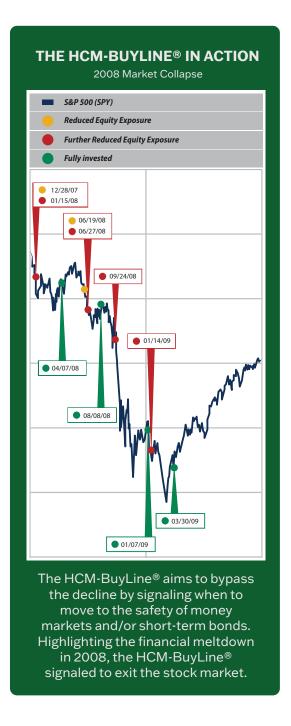
## THE HCM-BUYLINE®

Proprietary, quantitative indicator

The HCM-BuyLine® uses a proprietary quantitative investment model to determine when we should be in or out of the market. The HCM-BuyLine® uses trend analysis to help identify the broad trend in the equity market. When the trend is down, we reduce exposure to equities, and when the trend is up, we increase exposure to equities.

This non-emotional, mechanical, and repeatable system helps take the guesswork out of HCM investment decisions. Even though not every HCM-BuyLine® signal will result in a profitable trade, the HCM-BuyLine®'s ability to preserve capital using math in major market downturns while pursuing opportunities for growth provides HCM with the potential to outperform the market on a long-term basis. For example, a portfolio which suffers a 30% loss, takes a 43% gain to return to the previous portfolio value. When the impact of a major market downturn is reduced, the investor is left better situated compared to a buy-and-hold strategy. However, avoiding market downturns is just the start of an effective risk management system. The manager also needs to know when to be invested in equities. Here again, the HCM-BuyLine® comes into play, signaling a potential uptrend.





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Jeb Bashaw



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## WE LOOK FORWARD TO SPEAKING WITH YOU



JAMES BASHAW
The Doctor's Advisor

James E. "JEB" Bashaw is a fourth generation Texan who has been in the financial services business since 1983. Mr. Bashaw started his career with Merrill Lynch as a trainee, has been a partner in two NYSE firms and opened his own firm eponymously named in 2001. Mr. Bashaw is active in his community where he currently serves on the Board of Directors of John XXIII Catholic High School in Katy, Texas, Past Chairman of the Board and board member of Catholic Charities, Chairman of the Investment Committee and Board member for the Catholic Endowment Foundation of Galveston-Houston, the investment committee and Board Member of the Christus Foundation and several others. He is a committeeman for the Houston Livestock Show and Rodeo and active fundraiser for the Huntington Disease Society of America. Mr. Bashaw has received numerous industry awards including Barron's top

advisor in Texas in 2011\*, Finalist for the Ernst and Young Entrepreneur of the year in 2012\*\*, TOP 100 University of Houston alumnus owned businesses in 2014 and was named Alumnus of the Year and presented the Ignatian Award for his alma mater, Strake Jesuit College Preparatory in January of 2015.

Additionally, Mr. Bashaw was named by Pope John Paul II as a Knight of the Equestrian Order of the Holy Sepulcher, by Pope Benedict as a Knight of Magistral Grace in the Order of Malta and was named a Knight of the International Order of St. Hubertus.

Mr. Bashaw is married and he and his wife, Laurel, have a combined four children, two horses, two dogs, and one cat.

Alex Creede, CFA has been with James E. Bashaw & Co. for 10 years. He acts as Financial Advisor and Chief Investment Officer. He graduated from Louisiana State University with a Bachelor's Degree of Science in Finance. In 2021, Alex received his charter from the CFA Institute (Chartered Financial Analyst). He is current charter holder and a member of the CFA Society of Houston. Alex specializes in portfolio management, retirement planning, and alternative investments. In Baton Rouge, Alex met his wife, Bethany. Their shared love for Cajun food may have led to the naming of their two dogs, Boudin & Cracklin. Alex enjoys hunting, fishing, rugby, and cheering on the Tigers any chance he gets.



ALEX CREEDE
The Doctor's Advisor

Jeb Bashaw



Alex Creede



VANCE HOWARD
CEO and Portfolio Manager

"We practice active money management\*. We do not believe in buy and hold, nor do we favor asset allocation. We must be strategic and tactical to bring our best defense against a market that does not think or feel."

Vance Howard specializes in identifying market trends based on his proprietary HCM-Buyline", a strict investment discipline developed through years of research and experience.

His investment management abilities are utilized in many types of trading systems, with investments including mutual funds, exchange-traded funds, individual equities and cash equivalents.

"We do not believe in buy and hold, nor do we favor asset allocation" says Mr. Howard of his philosophy. "Rather, we use a combination of both strategic and tactical approaches. The market does not think or feel. It is what it is, which is why our modus operandi is active money management: Howard Capital Management, Inc., A SEC registered investment advisory firm, provides fee-based investment management to individuals and institutions using the HCM-Buyline®

#### Disclosure:

Howard Capital Management, Inc. ("Howard CM") is an SEC-registered investment advisor with its principal place of business in the State of Georgia. SEC registration does not constitute an endorsement of Howard CM by the SEC, nor does it indicate that Howard CM has arraigned a particular level of skill or ability. Howard CM only transacts business where it is properly registered or is otherwise exempt from registration. Howard CM offers its investment methodology through multiple programs that may invest in exchange traded funds, variable annuities, Bonds and Mutual Funds. There is no certainty that any investment or strategy (including the investments and/or investment strategies recommended by the advisor), will be profitable or successful in achieving investment objectives.

The HCM- BuyLine® graph represents some of the dates on which our proprietary indicator, the HCM-BuyLine®, identified changes in the market trend. Buys and sells may or may not have occurred on the exact dates shown. These dates do not necessarily reflect transactions applied to every individual account. Also, certain products, custodians and portfolios may have a delay in execution. When the HCM-BuyLine® indicates a bull market, Howard CM then identifies the particular mutual funds, ETFs or individual stocks that we believe have the best return potentials in the current market from the universe of assets available in each given program and invests in them. When the HCM-BuyLine® indicates a bear market, Howard CM moves clients' investments to less risky alternatives. Howard CM's performance results: 1) are presented net of advisory fees of 2.2% paid monthly in arrears, 2) are net of transaction fees and commissions, 3) are not net of custodial fees, and 4) reflect the reinvestment of dividends and capital gains. Past performance is not a guarantee or a reliable indicator of future results. Therefore, no current or prospective client should assume that the future performance of any specific investment, investment strategy (including the investments and/or investment strategies recommended by the advisor), will be profitable or equal to past performance levels.

The actual performance of an individual client's portfolio may be lower or higher than the performance of the Howard CM portfolio strategy. The returns of the strategy in certain years were higher than the returns of its comparative benchmark index. These returns were the result of certain market factors and events that may not be replicated in the future. All investment strategies have the potential for profit or loss. Changes in investment strategies, contributions or withdrawals may materially alter the performance, strategy and results of a client's portfolio. Different types of investments involve varying degrees of risk, and there can be no assurance that any specific investment will either be suitable or profitable for a client's investment portfolio Howard CM may involve an above-average turnover, which could have a negative impact upon the net after tax gain experienced by an individual client in a taxable account. Economic factors, market conditions, and investment strategies will affect the performance of any portfolio and there are no assurances that it will match or outperform any particular benchmark for measuring the performance of a portfolio.

Historical performance for the SPDR® S&P 500® ETF Trust (Symbol: SPY) is provided for informational and illustrative purposes only. SPY seeks to provide investment results that, before expenses, correspond generally to the price and yield performance of the S&P 500® Index, a diversified large cap U.S. index that holds companies across all eleven Global Industry Classification Standards sectors. SPY performance is shown net of internal fund expenses, including fund management fees and transaction costs. It should not be assumed that your account or any Howard CM strategy or model holdings correspond directly to SPY or any comparative benchmarks. LARL.BLB.MNR.1122.020624