

Investment Process

Liberty One's investment process is predicated upon three pillars that comprise of:



Idea Generation

What makes our process unique is that we begin the first step with the end-client and investor in mind. While most managers first create a portfolio then figure out how to position that portfolio with clients, Liberty One, through our idea generation process first figures out the gaps and needs of clients before constructing our portfolios. By understanding the needs of clients pre-emptively, our portfolio construction process results in a very intentional and targeted approach, focused on the very specific objectives that the portfolios are designed to achieve. This provides our clients, advisors, and us with a greater understanding of how our portfolios are designed to be positioned with clients. We leverage these insights through our daily interactions with retail clients and advisors, which is one of our unique competitive advantages.



Investment Research

Once we have identified the outcomes and portfolio objectives, we implement an integrated top-down and bottom-up research approach to screen for assets and investment vehicles that fit our criteria of portfolio inclusion. Our top-down approach is designed to narrow the list of our investment universe and establish portfolio structure given the portfolio objective. We accomplish this by evaluating several factors such as asset class selection, industry targets, geographical location, weighting compositions, etc. We pair this top-down process with a bottom-up approach to allow for a focused and individual evaluation of each holding within that pre-qualified investment universe. Before recommending a position to be included in a portfolio, we evaluate many factors, including, but not limited to, business model simplicity, financials, management quality, growth opportunities, competition, and capital models.

Liberty One
Investment Management

www.LibertyOneIM.com
847-680-9255



Portfolio Management

The portfolio management stage brings it full circle by creating and implementing the actual portfolio. Various statistical analyses are first conducted to ensure adequate diversification is evident within the portfolio before trading occurs. This stage of the investment process encompasses all activities that constitute the management and reporting of our portfolios. The continuous feedback loop generated from our reporting abilities continues to inform the rest of the process on its success of achieving the portfolio objectives and if any adjustments are needed to be made.

This provides a general framework of Liberty One's unique investment process. Like a three-legged wooden stool, each of these pillars act cohesively and are essential in maintaining the integrity of Liberty One's portfolio allocations.

These are opinions of Liberty One Investment Management and should not be taken as investment advice. This content is for informational and educational purposes only. Nothing presented herein is or is intended to constitute investment advice or recommendation to buy or sell any types of securities and no investment decision should be made solely on information provided within this piece. Liberty One Investment Management's ADV Brochure, which serves as our primary disclosure document, is available upon request at no charge or may be obtained directly from our website at www.LibertyOneIM.com. An investment in any Liberty One strategy involves risk of loss, including principal, as well as the potential for gain. Before investing, consider the investment objective, risk tolerance, potential for loss of principal, fees, and expenses. Actual results when utilizing a strategy or concept will vary based on a wide range of variables. Use of a Liberty One concept or strategy does not guarantee a successful or positive outcome. Separate Liberty One advertisements, specifically allocation factsheets, often used in conjunction with this and our other concept pieces contain additional disclosures and information that should be considered carefully before investing in any Liberty One strategy.



www.LibertyOneIM.com
847-680-9255