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Please provide us some basic contact information to receive on-going updates!

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I'M INTERESTED!

Smart Investing with strong religious
values.



Moral Integrity

Investments aligning with your faith and values compatible with Fiduciary responsibility





Family Pride

78% of the US population identifies as Christian with the next generation reaching their investing years



Performance

Don't have to sacrifice financial potential for pro-family beliefs.



WHAT IS BRI?

Biblically Responsible Investing

We view the concept of *Biblically Responsible Investing* as investing that seeks to please and glorify God as a vital act

of worship. In an effort to worship God through the investment selection, BRI is an investment decision making process that applies Christian values to issues facing shareholders and stakeholders regarding moral, environmental, social, corporate governance, and applicable Biblical principles. This coupled with traditional financial analysis provides a platform for investment decisions that allows us to view our role as stewards of God's gifts to us and also respect the foundational beliefs of our shared Christian faith.

IS BRI COMPATIBLE with Fiduciary responsibility?

The short answer is yes! BRI is compatible with fiduciary responsibility. USSIF has provided a useful short answer on the question of fiduciary responsibility and the use of values in the investment decision making. Read it here.

[READ MORE >](#)





INVESTMENTS

aligning with your faith and values.

With about 78% of the U.S. population identifying as Christian, the majority of the total population then would like to align their investments with Christian values. This

viewpoint is growing with the next generation of Millennials reaching their core investing years. Millennials are even more committed to an integrated view of their work, money, and beliefs.

WHY SHOULD I engage in BRI?

We believe that Biblically Responsible Investing is a credible and more integrated approach to investing, one that more closely aligns wealth accumulation with our ideals as Christians. What most investors don't know is the wide availability of investment products that can meet this desire, and the performance of those products. Most investors still rely on wise financial counsel in how their money is managed, and don't know how to ask for their money to be managed in this way.





WHY BIBLICALLY RESPONSIBLE INVESTING?

At BRIinvesting.com, we hope all Christians will begin to embrace BRI, to see it as a necessary part of putting God above ourselves and the possessions that we steward for him. We believe there are persuasive reasons to use BRI, and they include both moral and economic reasons. Research is now also consistently showing that using BRI criteria in investing does not have a negative effect on performance. Instead, research is suggesting that the relationship tilts more heavily towards out-performance. A recent report by Mercer Research reviewed 36 academic studies on the relationship between using BRI like criteria in the investment process. They found that 83% of the studies concluded that the relationship was neutral or positive. The point of these findings is that market opportunity exists for those advisors confident enough to present the data to investors, and to open the conversation in the same way the advisor opens conversations about inheritance, giving, debt, and other topics that are critical to providing wise counsel. So really, why not BRI?

\$1.5t

What the BRI Market is estimated at, but that's only 18% of the potential market size which is estimated to be around \$8.4 trillion

Source: USSIF.org

78%

Percent of Millennials interested in ESG, and 87% say they would stay with or move to an advisor who communicates about BRI

Source: USSIF.org

30%

of the funds managed by CIF member firms that are graded by Morningstar have either a 4 or 5 star rating. Another 30% have a 3 star.

Source: Christian Investment Forum

Together we can carefully consider the funds you choose.

GET STARTED!

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BENEFICIAL LINKS

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