



In 1990 there were less than \$1 trillion in mutual fund assets, ETFs did not yet exist and a grand total of 15 index funds with \$3 Billion in total assets. Tech was still in its infancy: Quants did not rule Wall Street, there was no "Fintech," and the most powerful computer in the world, the Cray-2 supercomputer, was less powerful than an iPhone 6.

Fast forward to today's investing landscape: There is \$20 trillion invested in over 10,000 mutual funds and ETFs. Broader access to institutional and increasingly complex financial strategies - both good and bad - has become a fixture in the investing marketplace. Information accessibility has experienced a paradigm shift, with once - unimaginable levels of computing power available at one's fingertips.

In short, the world has become fast-paced, complex, saturated with information. Marketing of investment products is big business, with exotic new themes and performance stats engineered to thrill. A 24/7 news cycle further intensifies the emotions associated with following the market.

It is a time for specialists. A time which requires an experienced team with the ability to navigate the convoluted market environment, to look deep under the hood beyond the glossy marketing and filter between what is "noise" and what is knowledge.

We are your team. Allow us to be your investment specialist, cutting through the noise and empowering your planning through sophisticated portfolio management - marrying a traditional approach with the necessary expertise to break down, understand and communicate the most complex of strategies available in the market.



Our Approach



Disclosure

This presentation is designed to provide a high-level view of Fountainhead AM, LLC's ("FAM") approach to investment management. Detailed information about FAM, including fees, services, and conflicts of interest, are found in FAM's current ADV 2A Brochure. A copy of the brochure is available upon request from the firm, and is also publicly available through the Investment Adviser Public Disclosure website.

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