A New Standard in Portfolio Management

NS Capital is an employee-owned advisory firm that works with investment clients including individuals, families, foundations, and 401(k) plans.

We help investors with the unique challenge of achieving transparency to protect their financial interests. As a fee-only Registered Investment Adviser, we provide conflict-free fiduciary advice.

The word fiduciary originates from the Latin word fiducia, meaning trust.

What exactly is a fiduciary?
A fiduciary is a trustee and must act for the benefit of their client in a financial relationship, not for their own personal gain.

Fiduciary Advisers have a duty of loyalty and good faith to act solely in the interests of clients.

What does this mean to you?
When you hire a fiduciary they are legally obligated to act in your best interests, which means they cannot parlay their position of trust for personal profit. Fiduciaries must inform their clients about every party being compensated by the clients accounts, and to demonstrate all compensation is fair and reasonable for the level of services being provided.

All About

"The mutual fund industry has been built, in a sense, on witchcraft."

- John C. Bogle, Common Sense on Mutual Funds: New Imperatives for the Intelligent Investor

We couldn't agree more.

So we did something about it.

Learn More

Stay Informed

"For years, many brokers have been allowed to push expensive or risky investments, even if there were cheaper alternatives"

TIME

"The Council of Economic Advisors (CEA) estimates that the current suitability standard costs U.S. households some $17 billion in excess fees"

FORTUNE

"The average equity mutual fund investor under-performed the S&P 500 by a margin of 3.66%"

Forbes

MORE STUFF YOU NEED TO KNOW

All About

About NS Capital

About us

Key people

FAQ

Better Investing

Get started

For individual investors

For 401k sponsors

For millennials

Resources

Wise words - *Coming Soon*

Stuff you need to know

Contact Us

866.676.6002

info@nscadvisor.com

NS CAPITAL

IMPORTANT DISCLOSURE INFORMATION

ADV PART 2 | PRIVACY POLICY | BUSINESS CONTINUITY PLAN | CYBER SECURITY POLICY | SECURE UPLOAD

Check the background of this firm on FINRA's BrokerCheck.

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