



**Working Together**

# ACHIEVING GROWTH

## A Partner with Proven Expertise

Archer Investment Corporation serves as a trusted partner of individuals and families, providing investment management solutions based on a thorough understanding of each client's situation and goals. As a Registered Investment Advisor under the Investment Advisors Act of 1940, We take an objective and proactive approach and have assembled a team of investment professionals with decades of experience in analyzing securities, managing investment portfolios and formulating investment strategies.

### HOW WE WORK WITH YOU

As our client, you will benefit from a collaborative relationship that addresses—and anticipates—your needs. Our approach is designed to create a plan that achieves your near- and long-term goals by working closely with your CPA or accountant.

Together, we define your needs,  
goals, and risk profile.

regular basis, making changes and refinements to your portfolio and strategy, as needed.

4. Stay on course

2. Create a plan allocation of assets to realize your particular objectives.

3. Craft your portfolio

We identify the specific investments that align with and support your strategy.

## Investment Management: Institutional Thinking for Individual Investors

We believe that individuals and families can benefit from the rigor and sophistication that typically characterize institutional portfolio management. Our approach to managing client assets is rooted in the following core strengths:

**Deep understanding.** Before we invest any money, we determine a client's goals, tolerance for risk, and time horizon. We measure these factors against our extensive knowledge of investments. Only then do we consider asset allocation and diversification.

**Disciplined portfolio construction.** Based on the specifics of each client's situation, we provide exposure to an appropriate mix of traditional and nontraditional assets. We also seek to provide diversification within each asset class—across sectors, industries, and countries.

**Rigorous oversight.** When implementing a client's investment strategy, we use a stringent process to screen investment opportunities, selecting those which meet the objectives established for the client. Once the appropriate investments have been chosen, we provide ongoing oversight and make changes as necessary.

## What Makes Us Different

Archer Investment Corporation serves the clients of Accountants and CPAs to take the guesswork out of the hands of investors. We've learned that our clients value and appreciate the combination of traits that distinguish our firm.

**Market Knowledge.** Since our founding, we have provided wealth management for clients through a wide range of market conditions. This track record of experience continues to inform our prudent approach and long-term perspective.

**Expertise.** Every client benefits from the collective experience of our principals, which spans more than 45 years. Our team-based approach provides access to the specialized expertise of each one of our professionals.

**Independent Advice.** We pride ourselves on providing an objective point of view. Our goals and those of our clients are one and the same.

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The opinions contained herein are not intended to be investment advice or a solicitation to buy or sell any securities.

Archer Investment Corporation manages The Archer Funds. You should carefully consider the investment objectives, potential risks, management fees, and charges and expenses of the Fund before investing. You can download the Archer Investment Corporation ADV Brochure [HERE](#). The Fund's prospectus contains this and other information about the Fund, and should be read carefully before investing. You may obtain a current copy of the Fund's prospectus by calling 800-238-7701 or by downloading it here: [Prospectus - Statement of Additional Information - Privacy Policy](#)

Past performance is not a guarantee of future results. The investment return and principle value of an investment in the Fund will fluctuate so that an investor's shares, when redeemed, may be worth more or less than their original cost. Current performance of the Fund may be lower or higher than the performance quoted. Performance data current to the most recent month end may be obtained by calling 800-238-7701.

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