



The proper portfolio is one that allows  
you to **sleep at night** while providing  
the income and growth you need.

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American Asset Management strives to develop low volatility portfolios that are intended to allow our clients to sleep at night regardless of what is occurring in the stock market. We believe your portfolio should give you the opportunity to make money regardless of whether we are in a bull market or a bear market. A properly allocated portfolio has the potential to control the volatility and provide both the income and growth every client is looking for. Low volatility is the key to remaining fully invested and we believe it can prevent the biggest mistake; buying high and selling low.

**American Asset Management focuses on the investor that understands the following:**

1. Capital preservation is the most important aspect of any portfolio.
2. Your career will provide your wealth.
3. You cannot replace your wealth.
4. There is a tremendous difference between investing and gambling.
5. Every retirement portfolio must be designed with the goal of providing you with the income you need to live on for the rest of your life.

We endeavor to develop a balanced and diversified portfolio that protects the money you need to live on for the rest of your life. Our portfolio is designed to help your wealth survive any event, including an event that would be devastating to any individual element within the portfolio. In other words, we want your portfolio to protect you no matter what the future brings.

Every client at American Asset Management has the same goal – capital preservation. They also want their portfolios to grow so they have enough income to live on for the rest of their lives. In an effort to achieve those goals, every client has the same asset allocation and is invested in the same securities. This enables us to manage every client's account every day.

All of our client's accounts are held at TD Ameritrade in the client's own name and American Asset Management does not have access to any of the cash in your account. Our job is only to decide what to buy and sell. TD Ameritrade will provide monthly statements, internet access and insure your account for \$100 million. Please note, however, that this coverage does not protect clients against a decline in the market value of securities in their portfolios.

As a fee-based financial advisor, American Asset Management, Inc. is committed to providing the comprehensive investment management services required to develop and implement a successful financial plan with the proper asset allocation to achieve your goals.

**You may listen to Mr. Julian Rubinstein, President of American Asset Management, Inc. on the radio at 11:30 AM everyday on 740 WSBR-AM. You can also listen on the web at [www.wsbradio.com](http://www.wsbradio.com).**