

Investing can be one of our most anxiety-producing responsibilities.

The stakes are high - retirement, kid's education, quality of life, inheritance... and many people are ill equipped and have little time to manage their investments well. Going it alone or using traditional brokers has proven disappointing.

The result? The feeling that we should be doing better, but have no idea where to turn.

[Home](#)[Performance](#)[Peace of Mind](#)[Literature](#)[About Us](#)[Legal and Privacy](#)[Contact Us](#)

It is for these investors that North Castle Advisors, LLC offers a solution. At North Castle, we believe that success in investing lies in achieving two things simultaneously:

First, clients must be at ease with their investment programs. We want our clients to feel that there's no sales pressure, that their needs are reflected in their portfolios and that the fees that they pay are fair and fully disclosed. For a further discussion, see Investing for Peace of Mind.

Second, clients must have first rate portfolios. Years of academic research show that active management (picking individual stocks, timing markets and the like) is futile, costly and unnecessary. Rather than trying to create the illusion that the market can be beaten, we use disciplines far more likely to produce superior long term performance. Disciplines such as keeping costs down, letting free markets work, and using broad diversification. For a further discussion, see Investing for Performance.

Together, these two elements create a fundamentally different kind of investment relationship. We want our clients to be able to say - perhaps for the first time - that they're confident that they're doing the right things to further their own interests, not Wall Street's.

If this approach to managing your investment needs interests you, please contact us.