

MARKETS ARE NOT EFFICIENT

AND

PEOPLE ARE NOT RATIONAL

AthenaInvest applies behavioral finance to build innovative investment solutions.

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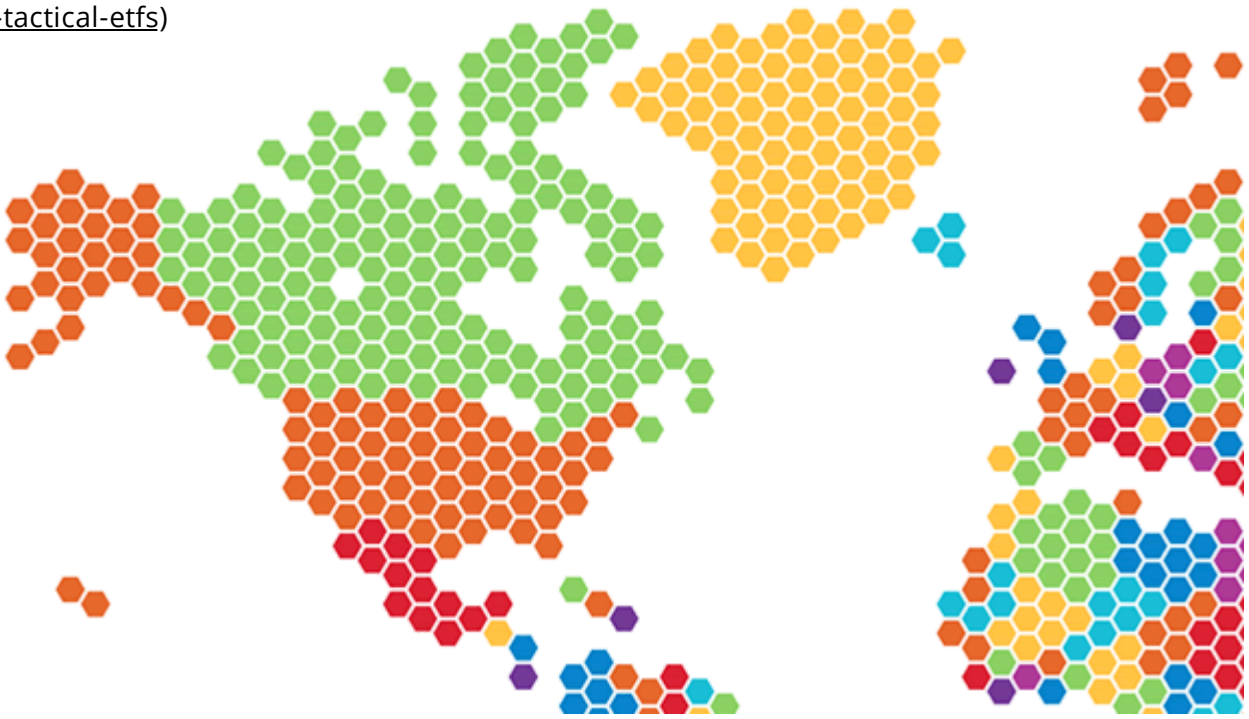
Long-Term is Longer Than You Think

Investment time horizon is a critical concept in building wealth. Most investors have very long investment time horizons, typically decades or more. Investment managers also require long time horizons to deliver on their investment thesis. Finally, stock market volatility diminishes substantially over time, with a 75% decrease in variability for 10 years versus one year. As a result, developing patience and a long-term perspective are key to building wealth. We are living longer and need to invest appropriately. Even at age 70, the investment time horizon is more than 20 years.

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GLOBAL TACTICAL (/global-tactical-etfs)

Tactical market rotation strategy designed to invest in the right market at the right time.

(/pure-valuation-profitability)



PURE VALUATION (/pure-valuation-profitability)

Focused deep-value strategy designed to generate long-term performance.

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MANAGED EQUITY (/managed-equity)

Multi-factor behavioral strategy designed for growth and income in diverse market conditions.

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DIVIDEND INCOME (/dividend-income-equity)

High-dividend equity strategy designed to provide sustainable income with less capital

high dividend equity strategy designed to provide sustainable income with less capital.

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ADV Part 2

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