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Gibson Capital, LLC

Investment Advisors, Industry Leaders, Asset Allocation Pioneers.

Investment Advisors

We exist to take care of our clients.

Since 1989, we have provided custom investment advisory services, based on a strategic asset allocation approach, for high net worth individuals, foundations, and retirement plans nationwide.

The investment advisory services that we provide to our clients are at the heart of all that we do. Our primary focus is to facilitate the realization of our clients' financial goals. We do this by using the principles and practices outlined in Our Approach (/our-approach).

[Learn More \(/services\)](#)

Industry Leaders

We are a think tank in applied finance.

We seek to advance the art and science of portfolio management not only for our clients but also for the investment profession at large. We accomplish this aspect of our mission by sharing our research and investment experience with our professional colleagues through speaking engagements as well as published books, articles, and educational tools.

[Learn More \(/professionals\)](#)

Asset Allocation Pioneers

We wrote the book on asset allocation.

For over a quarter century, *Allocation: Balancing Financial Risk (/asset-allocation-book)*, has been used by investors and advisors to construct “all weather” investment portfolios. This bestselling book is now available in six languages and seven countries, including 5 of the 10 most populous.

Allocation: Balancing Financial Risk (/asset-allocation-book) is a must-read for anyone involved in investment research. This research involves issues at the intersection of portfolio design, risk tolerance, and client investment and decision-making. Our original research formed the investment philosophy we employ with our clients and utilize in the development of portfolios, and dynamic advisor tools.

[Learn More \(/we-wrote-book-asset-allocation\)](#)

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