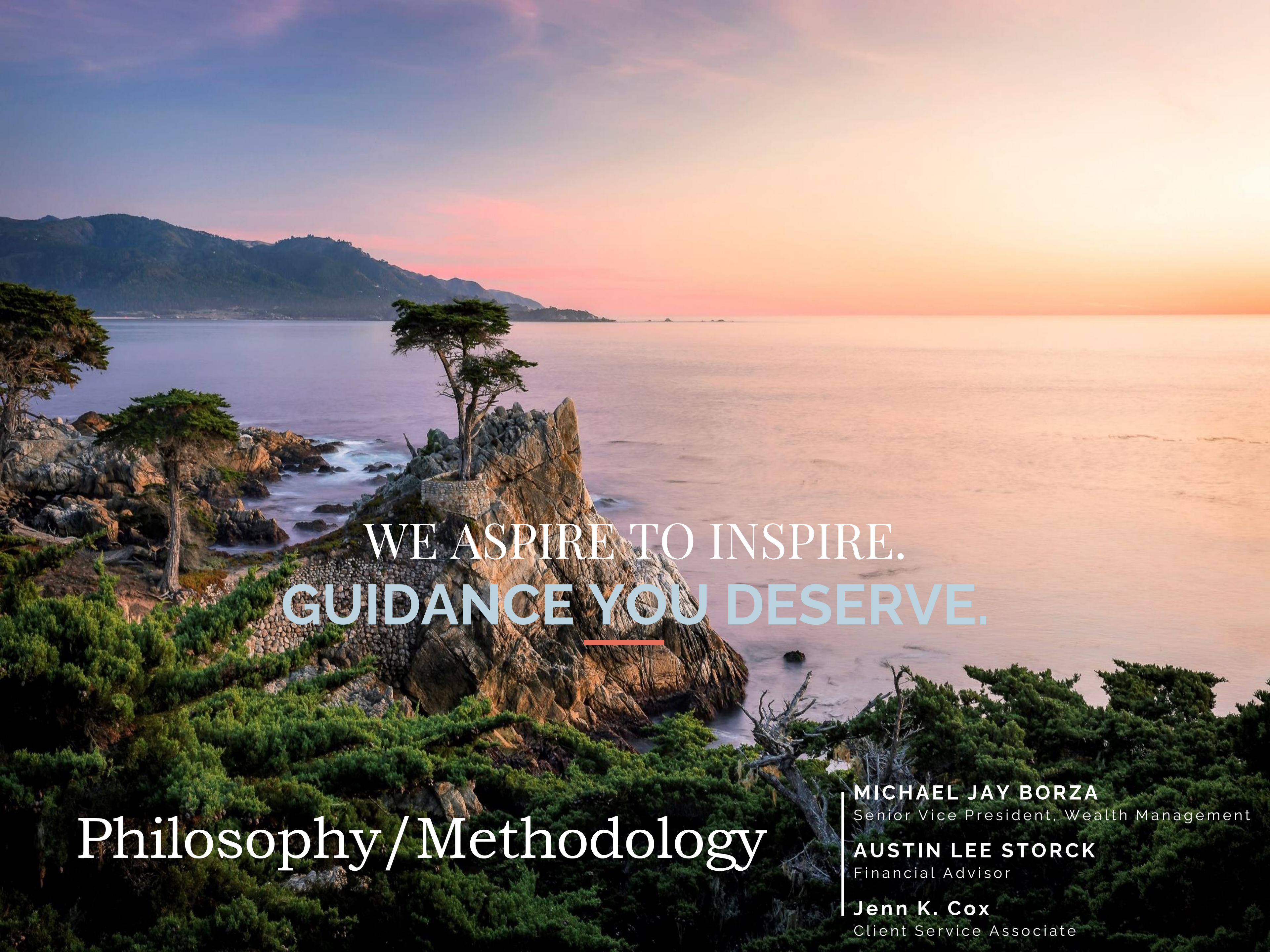

WE ASPIRE TO INSPIRE.

GUIDANCE YOU DESERVE.

Philosophy/Methodology

MICHAEL JAY BORZA
Senior Vice President, Wealth Management

AUSTIN LEE STORCK
Financial Advisor

Jenn K. Cox
Client Service Associate

KEY PRINCIPLES

DRIVERS FOR OUR INVESTMENT PHILOSOPHY

As our client, you can expect us to act in alignment with these foundational principles

TRUST

Our clients trust us to make decisions on their behalf. That is a responsibility we take very seriously. Trust is a sacred bond that can never be violated. We strive to ensure the clients' best interests are always first and foremost

PERSPECTIVE

Our tenure gives us perspective. With that perspective comes advice and guidance that's anchored in our principles.

CONSERVATISM

We seek to preserve wealth, mitigating risk through manager selection, in-depth analysis and diversification across asset classes and sectors

INTEGRITY

We act in accordance with the above principles at all times, no matter who is watching.

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The foundation of what we do is to fully understand and appreciate your goals and dreams.

From there, we work with you to pursue those cherished aspirations through insightful management of your financial resources.

OUR PROCESS

A PERSONAL APPROACH

UNDERSTAND

We start by understanding your goals and who you are, listening to the spoken and observing the unspoken to learn about your family dynamics, investment experience, risk tolerance, liquidity needs, time horizon, and other factors.

DESIGN

We'll carefully incorporate the insights you've shared with us to design your plan, then present it to you and answer any questions you may have.

IMPLEMENT

When we're certain you're comfortable with your personalized plan, we will implement it, selecting specific investments and taking care of the paperwork.

MANAGE

We're keenly aware change is a constant, and that includes the financial markets and your personal circumstances. We're ready to adapt and make refinements to your financial plan to remain in sync, keeping the lines of communication open.

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OUR OBJECTIVE

We strive to offer a pathway to consistent, reliable income that grows over time.

Whether one chooses to draw income or leverage wealth accumulation for estate planning, we aim to ensure financial stability that helps achieve one's goals and aspirations.

We do this by seeking to effectively manage the sequence of returns.

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THE SECULAR MARKET THEORY

OUR GUIDE TO UNDERSTANDING MARKET CYCLES

It is imperative to have a strategic/tactical allocation approach when navigating the markets.

- We use both fundamental and technical analysis,
  - Our preference is weighted more heavily to technical analysis.

- Fundamental analysis evaluates a company's intrinsic value to determine its true worth and growth potential.
  - Conducted by examining economic, financial, and qualitative factors, such as financial statements and industry conditions,

- Technical analysis is the quantitative mapping of human behavior.
  - Though not predictive, different trend lines allow for the assignment of probabilities helping to navigate the market.

SECULAR PERIOD (Longer Term)

Secular Period = 8-to-20-year period

Secular Bull Market = 8-to-20-year period of generally rising prices

1896 to 1906

1921 to 1929

1949 to 1966

1982 to 2000

2013 to ????

Secular Bear Market = 8-to-20-year period of flat to down prices

1906 to 1921

1929 to 1949

1966 to 1982

2000 to 2013

CYCLICAL PERIOD (Shorter Term)

Cyclical Period = 1-to-3-year period

(occurs inside of secular markets bull and bear)

Cyclical Bull Market

1-to-3-year period of generally rising prices

(50-day is above the 200-day and the 200-day is moving up)

Cyclical Bear Market

1-to-3-year period of generally falling prices

(50-day is below the 200-day and the 200-day is moving down)

INDICATORS

A moving average helps smooth out price data to identify the direction of the trend over the chosen period. It's a versatile tool used by traders to analyze market trends and make informed decisions.

How a simple moving average (SMA) is calculated

1. **Collect the closing prices:** Gather the closing prices of the stock for the desired number of days, (n).
2. **Sum the closing prices:** Add up all the closing prices from these (n) days.
3. **Divide by (n):** Divide the total sum by (n) to get the average.

SMA(50) 5464.18
SMA(200) 5064.44
SMA(600) 4430.00

- 50-day Simple Moving Average
- 200-day Simple Moving Average (10 month)
- 600-day Simple Moving Average (30 month)

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INDICATORS

Golden Cross

Shorter-term moving average crosses **ABOVE** the Longer-term moving average

Stage 1
A downtrend bottoms out, and the short-term moving average starts to rise.

Stage 2
The short-term moving average crosses above the long-term moving average, indicating a potential breakout.

Stage 3
The uptrend continues, with the short-term moving average staying above the long-term moving average

Golden Cross Significance: The golden cross is considered a strong bullish signal in equities, suggesting that the market may be entering a long-term uptrend as gauged by the S&P 500.

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INDICATORS

Death Cross

Shorter-term moving average crosses **BELOW** the Longer-term moving average

Stage 1
An uptrend peaks, and the short-term moving average starts to decline.

Stage 2
The short-term moving average crosses below the long-term moving average, indicating a potential breakdown.

Stage 3
The downtrend continues, with the short-term moving average staying below the long-term moving average

Death Cross Significance: The Death Cross is considered a strong bearish signal in equities, suggesting that the market may be entering a long-term downtrend as gauged by the S&P 500.

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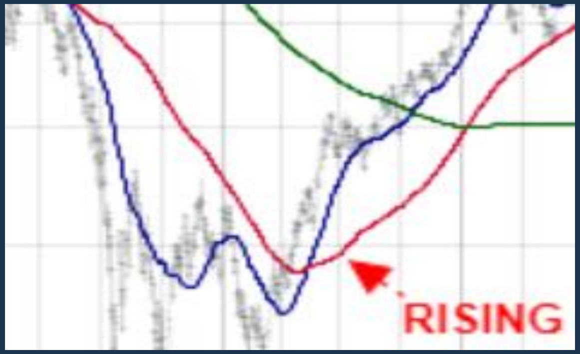
INDICATORS



A RISING 200-day moving average confirms a cyclical bull market

A DECLINING 200-day moving average confirms a cyclical bear market

SMA(50) SMA(200) SMA(600)

It is the direction of the 200-day moving average and not the violation of it (either upside or downside) that is most important.

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STRATEGIC ASSET ALLOCATION

A buy-and-hold strategy inevitably will bring frustration.

Astute followers of the market must recognize that successful investing in the market is predicated not on the duration or the amount of time that one is involved in the market but on the ability to identify the key trends such as cyclical periods within secular markets and take advantage of these trends when available using Strategic Asset Allocation.

SECULAR BULL MARKET

We strive to:

Remain on offense as long as the 200-day moving average remains **ABOVE** the 600-day

It does not preclude downturns.
Trading the 50/200 moving averages (cyclical bear/cyclical bull) is generally not advisable…

SECULAR BEAR MARKET

We strive to:

- Reallocate to a **defensive** allocation once a Death Cross occurs
- When the 50-day moving average proceeds above the 200-day moving average reallocate to an **offensive** allocation.
- If the 50-day moving average falls below the 200-day moving average while the 200-day moving average remains below the 600-day moving average, go on **defense**.
- Once the 200-day moving average moves above the 600-day moving average, Secular Bull Market rules apply, go on **offense** if not already allocated as such.

Secular Bull Market is very telling.
Look at the 200-day moving average (Red Line)
As long as it stays above the 600-day moving average (Green Line)
We remain in a Secular Bull Market.

Secular Bull Market
June 27, 2013 until ????

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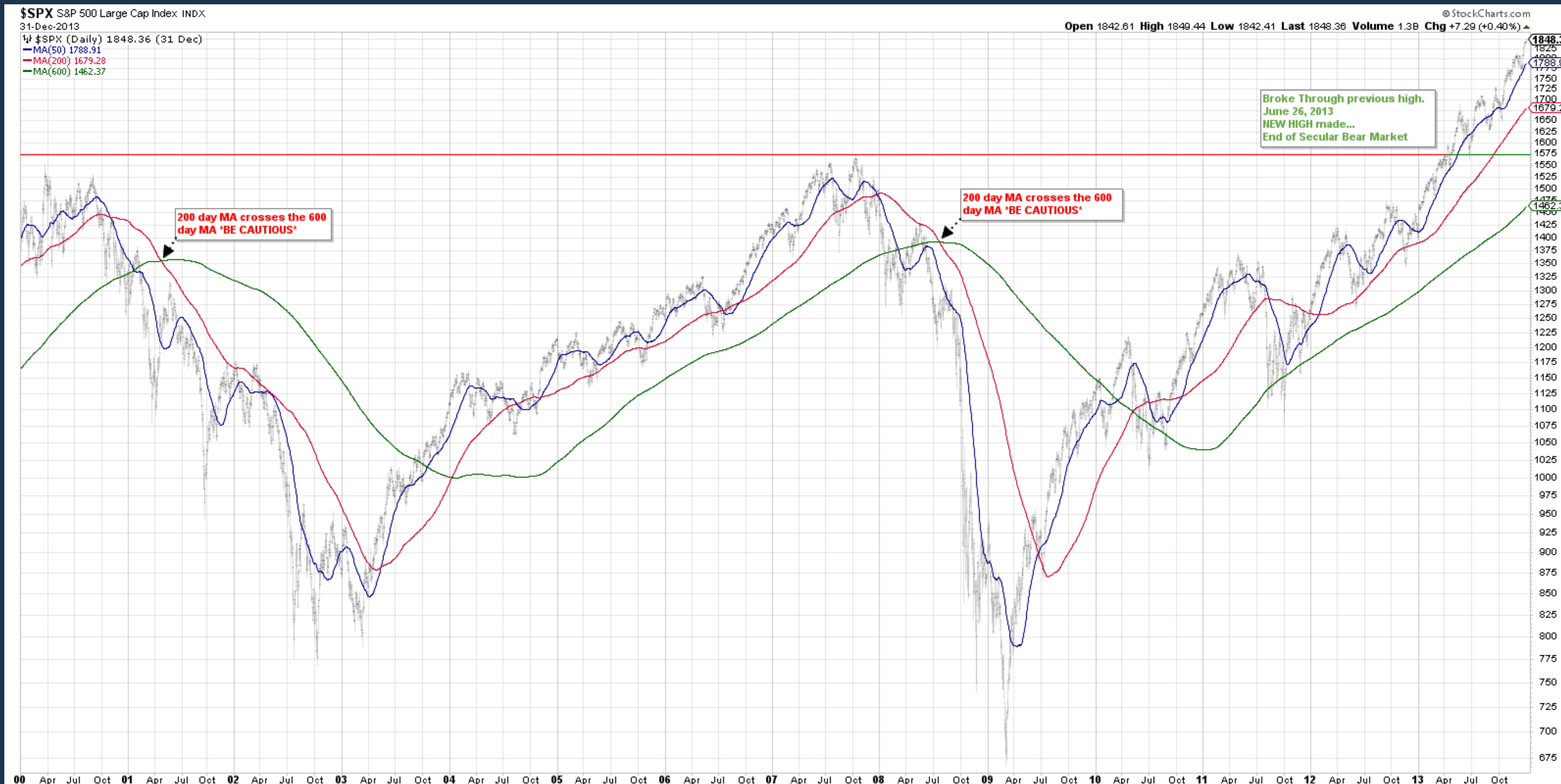

Secular Bear Market indicates there has been a change in the marketplace.

Whenever the 200-day moving average (Red Line) crosses below the 600-day moving average (Green Line)

It is important to be very cautious.

Secular Bear Market
March 24, 2000 to June 26, 2013

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It is not about where the top is or where the bottom is…

or whether we get out at the top or the bottom

It is about the sequence of returns

Specifically mitigating the downside

TARGET ALLOCATIONS

	OFFENSE	DEFENSE
AGGRESSIVE GROWTH	99% Equities 1% Cash	58% Equities 22% Bonds/Cash 20% Allocation Strategies
LONG TERM GROWTH	85% Equities 15 % Bonds/Cash	54% Equities 26% Bonds/Cash 20% Allocation Strategies
NEARING RETIREMENT	70% Equities 16% Bonds/Cash 14% Allocation Strategies	42% Equities 38% Bonds/Cash 20% Allocation Strategies
RETIREMENT / BALANCED	60% Equities 26% Bonds/Cash 14% Allocation Strategies	38% Equities 42% Bonds/Cash 20% Allocation Strategies

*The above represents target allocation of the advertised strategies. Individual clients accounts may vary from the allocation over time based on various factors, including the clients' unique circumstances.

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IMPORTANT DISCLOSURES

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All investments are subject to risk, including loss. There is no assurance that any investment strategy will be successful. Asset allocation and diversification does not ensure a profit or protect against a loss. It is important to review the investment objectives, risk tolerance, tax objectives and liquidity needs before choosing an investment style or manager.

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In a fee-based account clients pay a quarterly fee, based on the level of assets in the account, for the services of a financial advisor as part of an advisory relationship. In deciding to pay a fee rather than commissions, clients should understand that the fee may be higher than a commission alternative during periods of lower trading. Advisory fees are in addition to the internal expenses charged by mutual funds and other investment company securities. To the extent that clients intend to hold these securities, the internal expenses should be included when evaluating the costs of a fee-based account. Clients should periodically re-evaluate whether the use of an asset-based fee continues to be appropriate in servicing their needs. A list of additional considerations, as well as the fee schedule, is available in the firm's Form ADV Part 2 as well as the client agreement.

ASSET CLASS RISK CONSIDERATIONS

Every type of investment, including mutual funds, involves risk. Risk refers to the possibility that you will lose money (both principal and any earnings) or fail to make money on an investment. Changing market conditions can create fluctuations in the value of a mutual fund investment. In addition, there are fees and expenses associated with investing in mutual funds that do not usually occur when purchasing individual securities directly.

This strategy may contain Exchange Traded Funds (ETF) and/or Mutual Funds. Investors should carefully consider the ETF and mutual fund investment objectives, risks, charges, and expenses before investing. The prospectus contains this and other information and can be obtained from the ETF or Mutual Fund sponsor as well as from your financial advisor. The prospectus should be read carefully before investing.

Equities: Investors should be willing and able to assume the risks of equity investing. The value of a client's portfolio changes daily and can be affected by changes in interest rates, general market conditions and other political, social and economic developments, as well as specific matters relating to the companies in which the strategy has invested. Companies paying dividends can reduce or cut payouts at any time.

Fixed Income: All fixed income securities are subject to market risk and interest rate risk. If fixed income securities are sold in the secondary market before maturity, an investor may experience a gain or loss depending on the level of interest rates, market conditions and the credit quality of the issuer. There is an inverse relationship between interest rate movements and bond prices. Generally, when interest rates rise, bond prices fall and when interest rates fall, bond prices generally rise. Please note these strategies may be subject to state, local, and/or alternative minimum taxes. You should discuss any tax or legal matters with the appropriate professional.

Sectors: Strategies that invest primarily in securities of companies in one industry or sector are subject to greater price fluctuations and volatility than strategies that invest in a more broadly diversified strategies. The Strategy may have over-weighted sector and issuer positions and may result in greater volatility and risk. Investing in small cap stocks generally involves greater risks, and therefore, may not be appropriate for every investor. The prices of small company stocks may be subject to more volatility than those of large company stocks.

Borza
WEALTH MANAGEMENT GROUP
of
RAYMOND JAMES

300 32nd Street, Suite 520
Virginia Beach, VA 23451
borzawealthmanagementgroup.com

(757) 417-1714
Michael.borza@raymondjames.com

(757) 417-1722
Austin.Storck@raymondjames.com

(757) 417-1716
Jenn.Cox@raymondjames.com

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