Avoid the Bear.
Embrace the Bull.

You can't achieve your financial goals by losing money.

So does it make sense to keep your hard-earned money invested in the stock market when the market is losing 20% or more of its value?

It doesn't. Yet most financial advisors and investment managers advocate a "buy-and-hold" strategy, recommending that investors keep their money invested even during a bear market.

As just one example, many investors lost half of the value of their investments in the fall of 2008 when the credit crisis caused the market to crash. Those with active investment managers typically did not.

While no one can predict with certainty how the market will perform at any given time, active investment managers pay attention to the signs that signal when a market is changing.

If you've lost money in a bear market, you may be interested in knowing how active investment management can benefit you.

About Wenning Investments

Brenda P. Wenning of Newton, Mass., began Wenning Investments in May 2008 with 19 years of investment management and security analysis experience. Her business is based on proprietary investment strategies that help individual investors manage risk, while achieving their financial goals. She has in-depth experience working with accredited investors, small business owners, baby boomers and women.

Before founding Wenning Investments, she co-founded Capital Advisors, LLC and co-managed the firm's investment strategies. Before that, she served as Vice President and Investment Officer for First Financial Trust, N.A. in Newton, where she managed portfolios for high-net-worth families, foundations and corporations.

Ms. Wenning has also served as a portfolio manager and analyst with Gannett, Welsh & Kotler, Inc. in Boston and as a registered associate with Kidder Peabody & Company.

She is a member of the CFA Institute, the Boston Security Analysts Society (BSAS), the National Association of Active Investment Managers (NAAIM), The Commonwealth Institute of Boston and New England Women Business Owners (NEWBO). She earned her bachelor's degree in accounting with honors from Northeastern University and is a state-covered investment advisor under the Massachusetts Securities Division.

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Wenning Investments, LLC

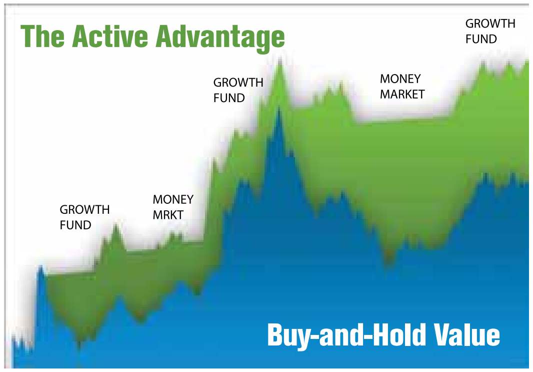
Less Risk.
More Reward.

A Better, Safer Way

Through much of her investing career, Brenda Wenning was a typical "buy-and-hold" investment manager.

But after seeing clients lose money during a bear market even when every sign told her to "sell," she knew there had to be a better way to invest. That's when she learned about active investment management.

She quickly determined that it provided a better, safer alternative for her clients.



Past performance does not guarantee future results. This is a hypothetical illustration only and its performance is not indicative of any particular investment strategy.

Getting Active

So what is active investment management?

Active investment managers use many of the same principles used by other investment managers, such as fundamental analysis and diversification. They just go further.

Fundamental analysis is used to determine the intrinsic value of securities. It considers, for example, the price of a company's stock in relation to the company's earnings.

Active managers also use technical analysis, reviewing market trends and patterns, such as a stock's price history and trading volume.

Diversification limits risk. If all of your money were tied up in the stock of one company, for example, you could lose everything if the company went out of business. Investing in many different types of securities reduces risk.

Active managers also take advantage of market trends, and the trends that affect individual securities. They use technology and economic data to identity the impact of changes in corporate profits, interest rates, inflation, unemployment and other factors.

Active managers also use a variety of investment tools that help them use market volatility to investors' advantage:

Stops. A stop loss point is established whenever a new investment is made. If the investment appreciates in value, the stop is moved up to protect the gain. If the investment declines in value past the stop loss point, the investment is automatically sold.

Alerts. When is it time to buy? Alerts tell the investment manager when securities meet the criteria established for investment.

Price targets determine when an investment should be sold. If, for example, a stock increases in value and reaches an expected target value, the manager sells all or a portion of shares in the stock, guaranteeing the gain.

Hedging is used to reduce the risk that an investment will decrease in value by investing in an offsetting position in a related security, such as an options contract.

Wenning Investments
uses tools such as these, along with proprietary investment strategies, to help individual investors manage risk, while achieving their financial goals.

Do You Have Time To Recover?

The stock market has seen more than a dozen bear markets since the Great Depression. If you were following a buy-and-hold strategy and invested all of your money in the S&P 500 stocks, during a typical bear market it would take you an average of 3.6 years of market growth just to break even.

If you were invested in the S&P 500 stocks during the Great Depression, it would have taken *25.2 years of market growth just to break even!*

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