

# FocusPLUS Equity Portfolio Series



350 Linden Oaks, Suite 140  
Rochester, NY 14625  
Phone: 585-348-9525  
[www.novemgroup.com](http://www.novemgroup.com)





Advisory services offered through Novem Group, an SEC-Registered Investment Adviser. Performance is gross of advisor's fees, commissions and transaction fees, margin, taxes, and will affect the actual outcomes of transactions. Past performance is not indicative of future results. No representation is made that any returns indicated will be achieved. This strategy involves risk. Principal loss is possible. Investments in foreign securities involve greater volatility and political, economic and currency risks, as well as differences in accounting methods. These risks are greater for emerging markets. Small and medium capitalization companies tend to have limited liquidity and greater price volatility than large capitalization companies. Options on securities may be subject to greater fluctuations in value than in investments in the underlying securities. The investment in options is not suitable for all investors. The risk of investments in derivatives include an imperfect correlation between the value of these instruments and the underlying assets, the risk of default by the other parties to derivative transactions, the risk that transactions may result in losses that partially or completely offset gains in portfolio positions, and the risk that the derivative transactions may not be liquid. The strategy may engage in short sales of securities, which involves the risk that losses may exceed the original amount invested. Unlike mutual funds, ETFs do not necessarily trade at the net asset values of their underlying securities, which means an ETF could potentially trade above or below the value of the underlying portfolios. Additionally, because ETFs trade like stocks on exchanges, they are subject to trading and commission costs, unlike open-end investment companies. High-yield debt securities (also known as "junk bonds") that are rated below investment grade are subject to additional risk factors, such as an increased possibility of default, illiquidity, and changes in value based on many factors. Such securities are generally considered speculative because they present a greater risk of loss, which includes to default, than higher-quality debt securities. Interest rates may go up, resulting in a decrease in the value of the securities held by the strategy. Credit risk is the risk that an issuer will not make timely payments of principal and interest. Diversification does not assure a profit or protect against loss in a declining market. Auto rebalance trades have a minimum buy amount of \$100 and a minimum sell amount of \$125.

# Focus PLUS 10



## Investment Approach

The FocusPLUS 10 portfolio is comprised of stocks considered to have superior risk-adjusted capital appreciation potential. We use a concept that defines an investment's return by measuring how much risk is involved in producing that return. FocusPLUS 10 is a dynamic model, deploying a strategy that involves rebalancing a portfolio to bring the asset mix back to its long-term target.

## Portfolio Structure

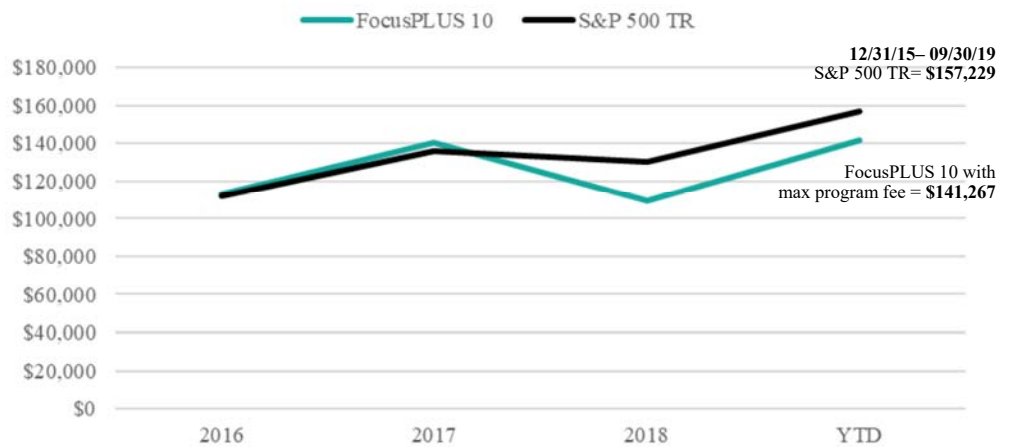
The FocusPLUS 10 model portfolio is comprised of stocks considered to be well poised for risk-adjusted capital appreciation over the coming 12 months. Stocks must have a 5-STARs ranking to enter the model, but can remain in the model portfolio if the ranking drops to 4-STARs. If a stock's ranking falls below 4-STARs, it will be removed. Any stock in the model portfolio may be replaced with a 5-STARs stock at any time. The minimum investment is \$25,000.

**Investment Objective:** To achieve long-term growth of capital.

STARS (Stock Appreciation Ranking System)	
★★★★★★ Strong Buy	Total return is expected to outperform the total return of a relevant benchmark*, by a wide margin over the coming 12 months, with shares rising in price on an absolute basis.
★★★★★ Buy	Total return is expected to outperform the total return of a relevant benchmark*, over the coming 12 months, with shares rising in price on an absolute basis.
★★★ Hold	Total return is expected to closely approximate the total return of a relevant benchmark*, over the coming 12 months, with shares generally rising in price on an absolute basis.
★★ Sell	Total return is expected to underperform the total return of a relevant benchmark*, over the coming 12 months, and the share price not anticipated to show a gain.
★ Strong Sell	Total return is expected to underperform the total return of a relevant benchmark* over the coming 12 months, with shares falling in price on an absolute basis.

\* Relevant benchmarks: North America- S&P 500 Index, Europe- S&P 350 Index, Asia- S&P 50 Index











## Hypothetical Growth of \$100,000 Investment



Year	2016	2017	2018	YTD
FocusPLUS 10 (%)	13.75	24.89	-21.46	29.79
FocusPLUS 10 with max program fee (%)	13.05	24.19	-22.16	29.27
S&P 500 Total Return (%)	11.96	21.83	-4.38	20.55

In calculating model portfolio performance dividends are assumed to be reinvested in the model portfolio at equal weight, and do not take into account capital gains taxes or brokerage commissions and fees. Model portfolio composite includes daily rebalancing, and returns do not include payment of any sales charges or fees an investor would pay to purchase the securities they represent. The figures presented above refer to the past. Past performance of the model portfolio is not a reliable indicator of future results. This performance calculation also does not take into account timing differences between the model portfolio selections and purchases made based on those selections by actual investors. Inception of this strategy was 12/31/01, performance data from inception available upon request. Hypothetical growth of \$100,000 investment is based off of 70 bps max program fee annual returns.

### Statistics and Holdings as of 09/30/2019

Logo	Symbol	Company	STARS	Entry Date
	CNP	CenterPoint Energy	★★★★★	09/27/2019
	CVS	CVS Health Corporation	★★★★★	02/05/2019
	DIS	Walt Disney Company	★★★★★	07/26/2018
	EOG	EOG Resources, Inc.	★★★★★	05/13/2019
	FISV	Fiserv Inc.	★★★★★	02/05/2019
	FMC	FMC Corporation	★★★★★	11/20/2017
	LMT	Lockheed Martin	★★★★★	07/12/2019
	SNPS	Synopsis Inc.	★★★★★	12/19/2018
	TMUS	T-Mobile US	★★★★★	05/16/2019
	WMT	Walmart	★★★★★	05/22/2019

Source: CFRA, powered by data from S&P Global.

#### LEADERS

Name	YTD Gain/Loss
SNPS (Synopsis, Inc.)	62.93%
FMC (FMC Corporation)	38.69%
FISV (Fiserv Inc.)	21.71%
DIS (Disney)	19.59%
WMT (Walmart Inc.)	16.66%

#### LAGGARDS

Name	YTD Gain/Loss
EOG (EOG Resources)	-20.36%
CVS (CVS Health Corp.)	-2.18%
CNP (CenterPoint Energy)	0.60%
TMUS (T-Mobile US)	4.51%
LMT (Lockheed Martin)	6.18%

Data exported from S&P Capital IQ FocusPLUS 10 Composite. Current portfolio members only. Performance (Total Return) is based on the year to date through 09/30/2019, or, if the security was added after the start of the year, for the time it has been a portfolio member.

Novem Group  
350 Linden Oaks, Suite 140  
Rochester, NY 14625  
Phone: 585-348-9525  
[www.novemgroup.com](http://www.novemgroup.com)

Advisory services offered through Novem Group, an SEC-Registered Investment Adviser. Performance is gross of advisor's fees, commissions and transaction fees, margin, taxes, and will affect the actual outcomes of transactions. Past performance is not indicative of future results. No representation is made that any returns indicated will be achieved. This strategy involves risk. Principal loss is possible. Investments in foreign securities involve greater volatility and political, economic and currency risks, as well as differences in accounting methods. These risks are greater for emerging markets. Small and medium capitalization companies tend to have limited liquidity and greater price volatility than large capitalization companies. Options on securities may be subject to greater fluctuations in value than in investments in the underlying securities. The investment in options is not suitable for all investors. The risk of investments in derivatives include an imperfect correlation between the value of these instruments and the underlying assets, the risk of default by the other parties to derivative transactions, the risk that transactions may result in losses that partially or completely offset gains in portfolio positions, and the risk that the derivative transactions may not be liquid. The strategy may engage in short sales of securities, which involves the risk that losses may exceed the original amount invested. Unlike mutual funds, ETFs do not necessarily trade at the net asset values of their underlying securities, which means an ETF could potentially trade above or below the value of the underlying portfolios. Additionally, because ETFs trade like stocks on exchanges, they are subject to trading and commission costs, unlike open-end investment companies. High-yield debt securities (also known as "junk bonds") that are rated below investment grade are subject to additional risk factors, such as an increased possibility of default, illiquidity, and changes in value based on many factors. Such securities are generally considered speculative because they present a greater risk of loss, which includes to default, than higher-quality debt securities. Interest rates may go up, resulting in a decrease in the value of the securities held by the strategy. Credit risk is the risk that an issuer will not make timely payments of principal and interest. Diversification does not assure a profit or protect against loss in a declining market. Auto rebalance trades have a minimum buy amount of \$100 and a minimum sell amount of \$125.

# Focus PLUS Cap App



**Investment Objective:** Seeks an allocation to individual stocks with an above-average 10-year history of dividends, earnings, growth, and stability.

## Investment Approach

The FocusPLUS High-Quality Capital Appreciation (Cap App) utilizes S&P Global Market Intelligence Quality Ranking, which measures 10-year history of earnings and dividend growth and stability. Historically, stocks with the best Quality Rankings posted higher profit margins, higher return on capital, and stronger cash flows than lower quality stocks. Higher-quality stocks also incurred less volatility.

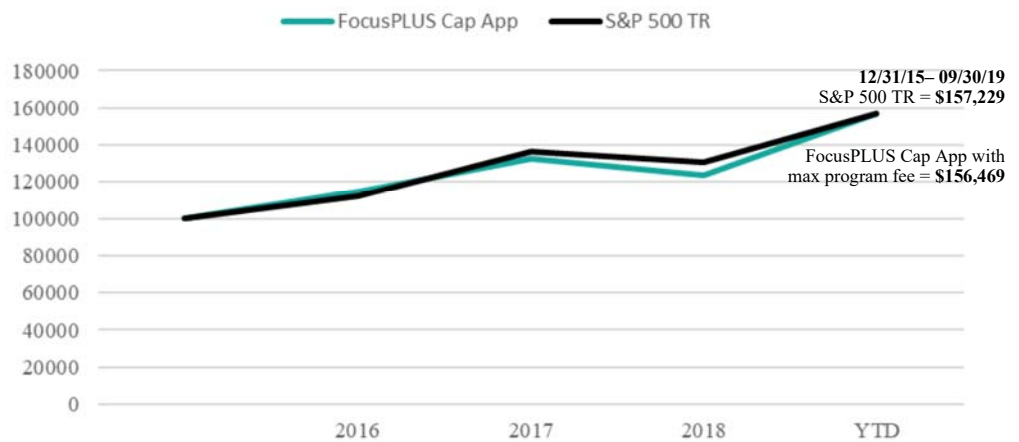
Quality Ranking	
Highest	A+
High	A
Above Average	A-
Average	B+
Below Average	B
Low	B-
Lowest	C
In Reorganization	D
Not Ranked/Liquidation	NR/LIQ

STARS (Stock Appreciation Ranking System)
★★★★★ Strong Buy
★★★★ Buy
★★★ Hold
★★ Sell
★ Strong Sell

## Portfolio Structure

Stocks must have a Quality Ranking of A- or better to enter the FocusPLUS Cap App model. Stocks must also have a 4 or 5 STARS ranking to enter the model portfolio. Novem Group may replace any stock in the model portfolio at any time, for reason that can include a downgrade in the STARS or Quality Ranking of the constituents or other fundamental factors. The minimum investment is \$25,000.
















## Hypothetical Growth of \$100,000 Investment



Year	2016	2017	2018	YTD
FocusPLUS Cap App (%)	15.53	16.02	-5.66	26.71
FocusPLUS Cap App w/ max program fee (%)	14.83	15.32	-6.36	26.19
S&P 500 TR (%)	11.96	21.83	-4.38	20.55

In calculating model portfolio performance dividends are assumed to be reinvested in the model portfolio at equal weight, and do not take into account capital gains taxes or brokerage commissions and fees. Model portfolio composite includes daily rebalancing, and returns do not include payment of any sales charges or fees an investor would pay to purchase the securities they represent. The figures presented above refer to the past. Past performance of the model portfolio is not a reliable indicator of future results. This performance calculation also does not take into account timing differences between the model portfolio selections and purchases made based on those selections by actual investors. Inception of this strategy was 5/23/03, performance data from inception available upon request. Hypothetical growth of \$100,000 investment is based off of 70 bps max program fee annual returns.

## Statistics and Holdings as of 09/30/2019

Logo	Symbol	Company	STARS	Quality Rank	Entry Date
	CMCS.A	Comcast Corporation	5	A-	05/13/2019
	CNI	Canadian Natl Railway	4	A	2/24/2014
	CVS	CVS Health Corporation	5	A	03/18/2019
	DG	Dollar General Corp.	5	A	12/03/2018
	DIS	Walt Disney Co.	4	A+	11/14/2011
	GNTX	Gentex Corporation	4	A+	10/29/2018
	IBM	International Business Machines	4	A-	01/16/2018
	MCD	McDonald's Corporation	4	A	06/10/2019
	NEE	NextEra Energy, Inc.	4	A	05/13/2019
	PG	The Procter & Gamble Co.	4	A-	05/13/2019
	SCHW	Charles Schwab Corp.	4	A-	07/29/2019
	TMO	Thermo Fisher Scientific Inc.	4	A-	03/19/2018
	UNH	UnitedHealth Group Inc.	4	A+	12/19/2018
	UTX	United Technologies Corp.	4	A	10/10/2016
	V	Visa Inc.	4	A-	01/14/2019

Source: CFRA, powered by data from S&amp;P Global.

## LEADERS

Name	YTD Gain/Loss
DG (Dollar General Corporation)	48.16%
GNTX (Gentex Corporation)	38.38%
IBM (Int'l Business Machines)	32.50%
UTX (United Technologies)	30.44%
TMO (Thermo Fisher Scientific)	30.42%

## LAGGARDS

Name	YTD Gain/Loss
UNH (UnitedHealth Group)	-11.64%
SCHW (Charles Schwab Corp.)	-3.87%
CMCS.A (Comcast Corporation)	7.14%
MCD (McDonald's Corporation)	7.23%
CVS (CVS Health Corp.)	13.36%

Data exported from S&amp;P Capital IQ FocusPLUS Cap App Composite. Current portfolio members only. Performance (Total Return) is based on the year to date through 09/30/2019, or, if the security was added after the start of the year, for the time it has been a portfolio member.

Novem Group  
350 Linden Oaks, Suite 140  
Rochester, NY 14625  
Phone: 585-348-9525  
[www.novemgroup.com](http://www.novemgroup.com)

Advisory services offered through Novem Group, an SEC-Registered Investment Adviser. Performance is gross of advisor's fees, commissions and transaction fees, margin, taxes, and will affect the actual outcomes of transactions. Past performance is not indicative of future results. No representation is made that any returns indicated will be achieved. This strategy involves risk. Principal loss is possible. Investments in foreign securities involve greater volatility and political, economic and currency risks, as well as differences in accounting methods. These risks are greater for emerging markets. Small and medium capitalization companies tend to have limited liquidity and greater price volatility than large capitalization companies. Options on securities may be subject to greater fluctuations in value than investments in the underlying securities. The investment in options is not suitable for all investors. The risk of investments in derivatives include an imperfect correlation between the value of these instruments and the underlying assets, the risk of default by the other parties to derivative transactions, the risk that transactions may result in losses that partially or completely offset gains in portfolio positions, and the risk that the derivative transactions may not be liquid. The strategy may engage in short sales of securities, which involves the risk that losses may exceed the original amount invested. Unlike mutual funds, ETFs do not necessarily trade at the net asset values of their underlying securities, which means an ETF could potentially trade above or below the value of the underlying portfolios. Additionally, because ETFs trade like stocks on exchanges, they are subject to trading and commission costs, unlike open-end investment companies. High-yield debt securities (also known as "junk bonds") that are rated below investment grade are subject to additional risk factors, such as an increased possibility of default, illiquidity, and changes in value based on many factors. Such securities are generally considered speculative because they present a greater risk of loss, which includes to default, than higher-quality debt securities. Interest rates may go up, resulting in a decrease in the value of the securities held by the strategy. Credit risk is the risk that an issuer will not make timely payments of principal and interest. Diversification does not assure a profit or protect against loss in a declining market. Auto rebalance trades have a minimum buy amount of \$100 and a minimum sell amount of \$125.



# Focus PLUS Dividend Select



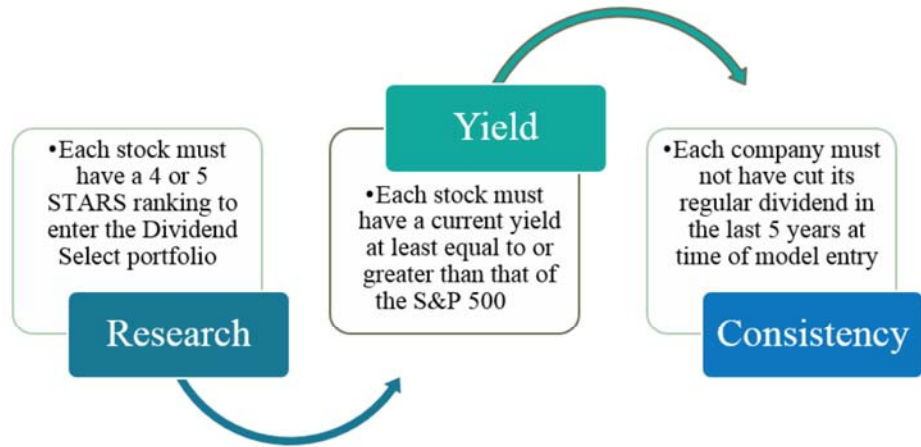
**Investment Objective:** Seeks high-quality stocks that offer an attractive dividend yield.

**Investment Approach**

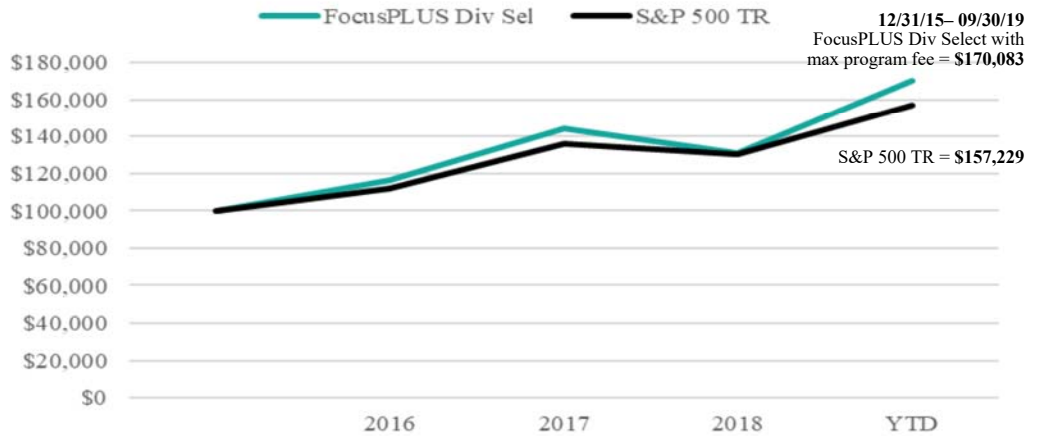
The FocusPLUS Dividend Select model portfolio is designed for long-term total return. The goal is to provide investors with the opportunity to invest in high-quality stocks that offer an attractive dividend yield and capital appreciation. The core values of the FocusPLUS Dividend Select model holdings are: Stocks expected to outperform the relevant benchmark over the coming 12 months based on research, stocks that offer an attractive dividend yield, and selecting companies that have proven dividend consistency.

**Portfolio Structure**

Stocks must meet all screening criteria in order to enter the FocusPLUS Dividend Select model portfolio. Novem Group may replace any stock in the model portfolio with another stock at any time for reasons that can include a downgrade in the STARS, a dividend reduction, or other fundamental factors. Performance is measured against the S&P 500, including dividends. The minimum investment is \$25,000.


















**Hypothetical Growth of \$100,000 Investment**



Year	2016	2017	2018	YTD
FocusPLUS Div Sel (%)	16.81	25.25	-8.91	30.64
FocusPLUS Div Sel with max program fee (%)	16.11	24.55	-9.61	30.12
S&P 500 Total Return (%)	11.96	21.83	-4.38	20.55

In calculating model portfolio performance dividends are assumed to be reinvested in the model portfolio at equal weight, and do not take into account capital gains taxes or brokerage commissions and fees. Model portfolio composite includes daily rebalancing, and returns do not include payment of any sales charges or fees an investor would pay to purchase the securities they represent. The figures presented above refer to the past. Past performance of the model portfolio is not a reliable indicator of future results. This performance calculation also does not take into account timing differences between the model portfolio selections and purchases made based on those selections by actual investors. Inception of this strategy was 5/23/03, performance data from inception available upon request. Hypothetical growth of \$100,000 investment is based off of 70 bps max program fee annual returns.

## Statistics and Holdings as of 09/30/2019

Logo	Symbol	Company	STARS	Div. Yield	Entry Date
	AAPL	Apple Inc.	4	1.60%	7/25/2016
	ADI	Analog Devices, Inc.	4	1.90%	8/22/2016
	AVGO	Broadcom Inc.	5	3.70%	07/05/2018
	CNP	CenterPoint Energy	5	4.00%	09/30/2019
	DOW	Dow Inc.	4	2.20%	2/12/2018
	JCI	Johnson Controls International	4	2.50%	08/19/19
	JPM	JP Morgan	4	2.90%	10/31/2018
	LMT	Lockheed Martin	5	2.40%	04/15/2019
	MDT	Medtronic plc	4	2.20%	09/24/2018
	MET	MetLife, Inc.	5	3.50%	1/9/2017
	MMP	Magellan Midstream Partners	5	6.30%	10/31/2016
	PLD	Prologis, Inc.	5	2.70%	04/29/2019
	T	AT&T Inc.	4	6.10%	7/28/2014
	WMT	Wal-Mart Stores, Inc.	5	1.90%	8/22/2016
	YUM	YUM! Brands, Inc.	4	1.50%	7/25/2016

Source: CFRA, powered by data from S&P Global.

## LEADERS

Name	YTD Gain/Loss
AAPL (Apple Inc.)	43.70%
T (AT&T)	39.08%
ADI (Analog Devices)	32.21%
WMT (Walmart Inc.)	29.41%
LMT (Lockheed Martin Corp.)	27.90%

## LAGGARDS

Name	YTD Gain/Loss
DOW (Dow Inc.)	-5.14%
JCI (Johnson Controls)	3.54%
AVGO (Broadcom Inc.)	11.65%
PLD (Prologis Inc.)	14.52%
MET (MetLife)	18.13%

Data exported from S&P Capital IQ FocusPLUS Dividend Select Composite. Current portfolio members only. Performance (Total Return) is based on the year to date through 10/02/2019, or, if the security was added after the start of the year, for the time it has been a portfolio member.

Novem Group  
350 Linden Oaks, Suite 140  
Rochester, NY 14625  
Phone: 585-348-9525  
[www.novemgroup.com](http://www.novemgroup.com)

Advisory services offered through Novem Group, an SEC-Registered Investment Adviser. Performance is gross of advisor's fees, commissions and transaction fees, margin, taxes, and will affect the actual outcomes of transactions. Past performance is not indicative of future results. No representation is made that any returns indicated will be achieved. This strategy involves risk. Principal loss is possible. Investments in foreign securities involve greater volatility and political, economic and currency risks, as well as differences in accounting methods. These risks are greater for emerging markets. Small and medium capitalization companies tend to have limited liquidity and greater price volatility than large capitalization companies. Options on securities may be subject to greater fluctuations in value than in investments in the underlying securities. The investment in options is not suitable for all investors. The risk of investments in derivatives include an imperfect correlation between the value of these instruments and the underlying assets, the risk of default by the other parties to derivative transactions, the risk that transactions may result in losses that partially or completely offset gains in portfolio positions, and the risk that the derivative transactions may not be liquid. The strategy may engage in short sales of securities, which involves the risk that losses may exceed the original amount invested. Unlike mutual funds, ETFs do not necessarily trade at the net asset values of their underlying securities, which means an ETF could potentially trade above or below the value of the underlying portfolios. Additionally, because ETFs trade like stocks on exchanges, they are subject to trading and commission costs, unlike open-end investment companies. High-yield debt securities (also known as "junk bonds") that are rated below investment grade are subject to additional risk factors, such as an increased possibility of default, illiquidity, and changes in value based on many factors. Such securities are generally considered speculative because they present a greater risk of loss, which includes to default, than higher-quality debt securities. Interest rates may go up, resulting in a decrease in the value of the securities held by the strategy. Credit risk is the risk that an issuer will not make timely payments of principal and interest. Diversification does not assure a profit or protect against loss in a declining market. Auto rebalance trades have a minimum buy amount of \$100 and a minimum sell amount of \$125.

# Focus PLUS 25



**Investment Objective:** Seeks to outperform the market by buying undervalued issues with the potential to deliver above-market returns.

## Investment Approach

The FocusPLUS 25 is created by combining Fair Value, Quality Ranking, Stock Ranking, and Price target analysis.

The Fair Value Model calculates a stock's weekly Fair Value to be "the price at which it should trade at current market levels," and is based on fundamental data, such as earnings growth potential.

The Quality Rank measures the growth and stability of the company's earnings and dividends over the past 10 fiscal years.

Stock Ranking evaluates stocks considered to be well poised for risk-adjusted appreciation over the coming 12 months.

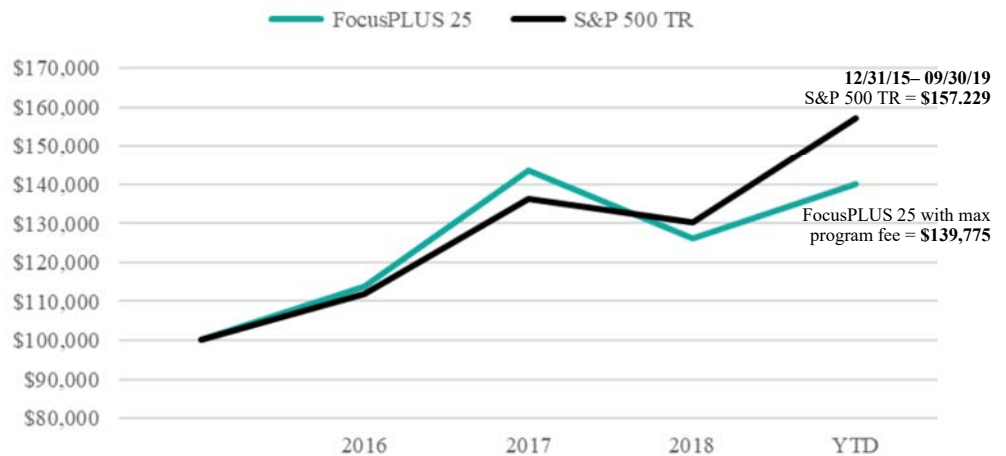
Price Target is a projection of the stock's market price 12 months forward. It is based on a combination of intrinsic, relative and private market valuation metrics.

## Portfolio Structure

Stock data is filtered through a model, which creates a universe of equities. There are generally between 2000-2500 issues in the universe. The minimum investment is \$25,000.




























## Hypothetical Growth of \$100,000 Investment



Year	2016	2017	2018	YTD
FocusPLUS 25 (%)	14.52	26.94	-11.44	11.21
FocusPLUS 25 with max program fee (%)	13.82	26.24	-12.14	10.69
S&P 500 Total Return (%)	11.96	21.83	-4.38	20.55

In calculating model portfolio performance dividends are assumed to be reinvested in the model portfolio at equal weight, and do not take into account capital gains taxes or brokerage commissions and fees. Model portfolio composite includes daily rebalancing, and returns do not include payment of any sales charges or fees an investor would pay to purchase the securities they represent. The figures presented above refer to the past. Past performance of the model portfolio is not a reliable indicator of future results. This performance calculation also does not take into account timing differences between the model portfolio selections and purchases made based on those selections by actual investors. Hypothetical growth of \$100,000 investment is based off of 70 bps max program fee annual returns.

Logo	Symbol	Company	Div. Yield	Entry Date
 Advanced Energy	AEIS	Advanced Energy Industries, Inc.	0.00%	5/2/2016
 AMN Healthcare	AMN	AMN Healthcare Services	0.00%	09/18/19
 ARW	ARW	Arrow Electronics, Inc.	0.00%	5/30/2017
 Baxter	BAX	Baxter International Inc.	1.01%	11/21/2016
 Carnival	CCL	Carnival Corporation	4.58%	1/19/2016
 Celanese	CE	Celanese Corporation	2.03%	4/28/2014
 Check Point SOFTWARE TECHNOLOGIES LTD	CHKP	Check Point Software	0.00%	11/6/2007
 CISCO	CSCO	Cisco Systems, Inc.	2.83%	11/9/2009
 IMAX	IMAX	IMAX Corporation	0.00%	11/28/2016
 LivaNova	LIVN	LivaNova PLC	0.00%	8/22/2016
 MAGNA	MGA	Magna International	2.74%	5/8/2017
 網易 NETEASE www.163.com	NTES	NetEase, Inc.	0.66%	2/1/2016
 NUCOR	NUE	Nucor Corporation	3.14%	4/17/2017
 OWENS CORNING	OC	Owens-Corning Inc.	1.39%	8/31/2015
 Olin	OLN	Olin Corporation	4.27%	3/12/2018
 OLD REPUBLIC INTERNATIONAL CORPORATION	ORI	Old Republic International Corp.	3.39%	4/10/2017
 OSI SYSTEMS, INC.	OSIS	OSI Systems, Inc.	0.00%	11/7/2016
 PRIMERICA	PRI	Primerica, Inc.	1.07%	11/7/2016
 AT&T	T	AT&T Inc.	5.39%	6/15/2018
 tcf	TCF	TCF Financial Corp.	3.68%	09/18/19
 Universal Forest Products	UFPI	Universal Forest Products	1.00%	09/10/19
 ULTA	ULTA	ULTA Beauty	0.00%	5/17/2016
 UnitedHealth Group	UNH	UnitedHealth Group Inc.	1.99%	10/27/2009
 unum	UNM	Unum Group	3.84%	1/23/2017
 UNIVEST BANKING INSURANCE INVESTMENTS	UVSP	Univest Financial	3.14%	09/10/19

\*Dividend yield data exported from CFRA on 10/01/2019

Novem Group  
350 Linden Oaks, Suite 140  
Rochester, NY 14625  
Phone: 585-348-9525  
www.novemgroup.com

Advisory services offered through Novem Group, an SEC-Registered Investment Adviser. Performance is gross of advisor's fees, commissions and transaction fees, margin, taxes, and will affect the actual outcomes of transactions. Past performance is not indicative of future results. No representation is made that any returns indicated will be achieved. This strategy involves risk. Principal loss is possible. Investments in foreign securities involve greater volatility and political, economic and currency risks, as well as differences in accounting methods. These risks are greater for emerging markets. Small and medium capitalization companies tend to have limited liquidity and greater price volatility than large capitalization companies. Options on securities may be subject to greater fluctuations in value than investments in the underlying securities. The investment in options is not suitable for all investors. The risk of investments in derivatives include an imperfect correlation between the value of these instruments and the underlying assets, the risk of default by the other parties to derivative transactions, the risk that transactions may result in losses that partially or completely offset gains in portfolio positions, and the risk that the derivative transactions may not be liquid. The strategy may engage in short sales of securities, which involves the risk that losses may exceed the original amount invested. Unlike mutual funds, ETFs do not necessarily trade at the net asset values of their underlying securities, which means an ETF could potentially trade above or below the value of the underlying portfolios. Additionally, because ETFs trade like stocks on exchanges, they are subject to trading and commission costs, unlike open-end investment companies. High-yield debt securities (also known as "junk bonds") that are rated below investment grade are subject to additional risk factors, such as an increased possibility of default, illiquidity, and changes in value based on many factors. Such securities are generally considered speculative because they present a greater risk of loss, which includes to default, than higher-quality debt securities. Interest rates may go up, resulting in a decrease in the value of the securities held by the strategy. Credit risk is the risk that an issuer will not make timely payments of principal and interest. Diversification does not assure a profit or protect against loss in a declining market. Auto rebalance trades have a minimum buy amount of \$100 and a minimum sell amount of \$125.

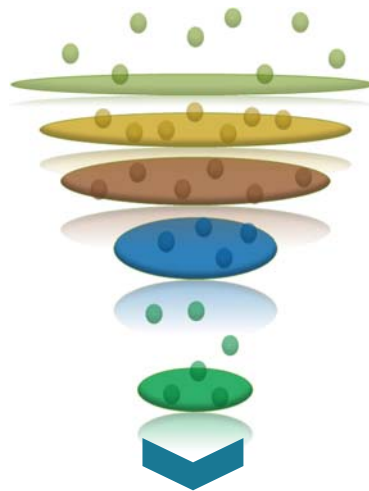
# Focus PLUS Intrinsic Value



## Investment Approach

Warren Buffet uses very sophisticated quantitative screens to determine which companies belong in his portfolio. The FocusPLUS Intrinsic Value uses Warren's five specific investment criteria, and adds one additional screen to eliminate overvalued stocks. The model portfolio is comprised of stocks that we believe the market has undervalued and are available at a sensible price.

**Investment Objective:** To achieve long term capital growth by seeking undervalued issues trading at a reasonable price.



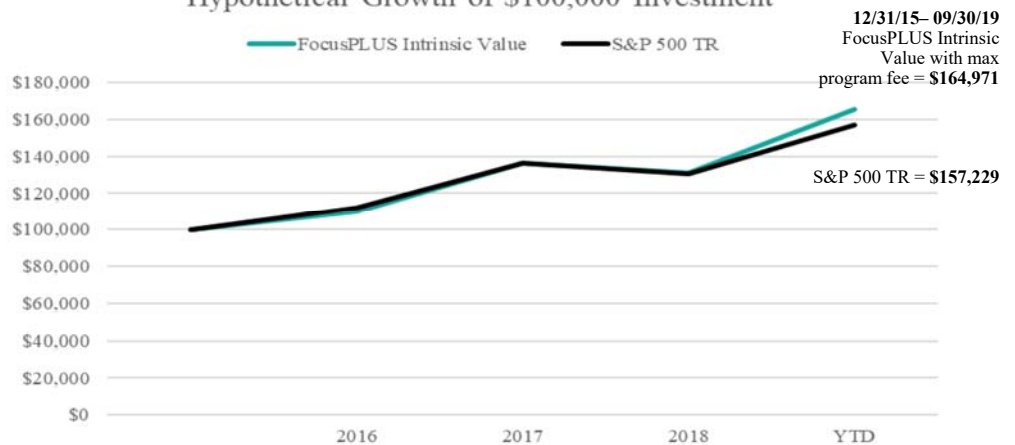
- I. Free cash flow (net income after taxes, plus depreciation and amortization, less capital expenditures) of at least \$250 million
- II. Net profit margin of 15% or more
- III. Return on equity of at least 15% for each of the past three years and the most recent quarter
- IV. A dollar's worth of retained earnings creating at least a dollar's worth of shareholder value over the past five years
- V. Ample liquidity. Only stocks with the market capitalization of at least \$500 million are included
- VI. Overpriced stocks are identified by comparing our five-year discounted cash flow estimate with the current price

**40+ stocks chosen for FocusPLUS Intrinsic Value Portfolio**

## Portfolio Structure

FocusPLUS Intrinsic Value portfolio is 40+ holdings which are comprised of primarily large cap companies. The model portfolio is updated twice per year (Spring and Fall). It is important to note that these are not stocks Buffet has purchased or announced plans to purchase, they are simply stocks that meet the criteria the Buffet has emphasized in the past. The minimum investment is \$50,000.

Hypothetical Growth of \$100,000 Investment



Year	2016	2017	2018	YTD
FocusPLUS Intrinsic (%)	10.58	24.91	-3.25	26.37
FocusPLUS Intrinsic with max program fee (%)	9.88	24.21	-3.95	25.85
S&P 500 TR (%)	11.96	21.83	-4.38	20.55

In calculating model portfolio performance dividends are assumed to be reinvested in the model portfolio at equal weight, and do not take into account capital gains taxes or brokerage commissions and fees. Model portfolio composite includes daily rebalancing, and returns do not include payment of any sales charges or fees an investor would pay to purchase the securities they represent. The figures presented above refer to the past. Past performance of the model portfolio is not a reliable indicator of future results. This performance calculation also does not take into account timing differences between the model portfolio selections and purchases made based on those selections by actual investors. Inception of this strategy was 2/13/95, performance data from inception available upon request. Hypothetical growth of \$100,000 investment is based off of 70 bps max program fee annual returns.

## Holdings as of 09/30/2019

Symbol	Company	Div. Yield	Entry Date
AAPL	Apple Inc.	1.38%	3/14/11
ADBE	Adobe Systems Incorporated	0.00%	3/6/18
ADP	Automatic Data Processing, Inc.	1.96%	9/11/19
ALLE	Allegion plc	1.04%	3/07/19
AMAT	Applied Materials Inc.	1.68%	9/12/18
AME	AMETEK, Inc.	0.61%	3/6/18
ANET	Arista Networks	0.00%	9/11/19
ASML	ASML Holding N.V.	0.92%	9/11/19
BF.B	Brown-Forman Corporation	1.20%	3/6/12
BKNG	Booking Holdings Inc.	0.00%	9/11/19
BOH	Bank of Hawaii Corporation	3.03%	3/07/19
CACC	Credit Acceptance Corporation	0.00%	3/5/14
CE	Celanese Corporation	2.03%	9/11/19
CNI	Canadian Natl Railway Co.	1.81%	3/14/11
CPRT	Copart, Inc.	0.00%	3/6/18
CSX	CSX Corporation	1.39%	3/07/19
EA	Electronic Arts Inc.	0.00%	3/07/19
EW	Edwards Lifesciences	0.00%	9/11/19
FDS	FactSet Research Systems Inc	1.19%	3/2/17
FISV	Fiserv, Inc.	0.00%	9/7/17
FLT	FleetCor Technologies, Inc.	0.00%	3/6/18
FOXA	Twenty-First Century Fox	1.46%	3/07/19
GGG	Graco Inc.	1.39%	3/07/19
GNTX	Gentex Corporation	1.67%	9/8/16
GPN	Global Payments Inc.	0.03%	9/11/19
GRMN	Garmin Ltd.	2.86%	9/12/18
HEI	HEICO Corporation	0.11%	9/11/19
HSY	The Hershey Company	1.99%	9/11/19
IEX	IDEX Corporation	1.16%	9/12/18
ILMN	Illumina, Inc.	0.00%	9/12/18

Symbol	Company	Div. Yield	Entry Date
INFY	Infosys Limited	2.92%	9/7/17
ITW	Illinois Tool Works Inc.	2.73%	3/07/19
JKHY	Jack Henry & Associates, Inc.	1.10%	3/3/15
KLAC	KLA-Tencor Corporation	1.88%	9/12/18
LRCX	Lam Research Corporation	1.99%	9/12/18
MA	Mastercard Incorporated	0.49%	3/6/12
MAR	Marriott International, Inc.	1.54%	3/6/18
MNST	Monster Beverage Corporation	0.00%	3/6/18
MSFT	Microsoft Corporation	1.47%	9/12/18
MTD	Mettler-Toledo International	0.00%	3/07/19
MXIM	Maxim Integrated Products, Inc.	3.32%	9/12/18
NSC	Norfolk Southern Corporation	2.09%	3/07/19
NVDA	NVIDIA Corporation	0.37%	9/12/18
NVO	Novo Nordisk A/S	2.31%	9/11/19
ODFL	Old Dominion Freight Line	0.40%	9/11/19
PAYX	Paychex, Inc.	3.00%	3/13/13
PEP	PepsiCo, Inc.	2.79%	9/11/19
RCL	Royal Caribbean Cruises	2.88%	9/11/19
SEIC	SEI Investments Co.	1.11%	9/7/17
SPGI	S&P Global Inc.	0.93%	3/6/18
TROW	T. Rowe Price Group, Inc.	2.66%	9/12/18
TXN	Texas Instruments Incorporated	2.79%	9/12/18
UI	Ubiquiti Networks, Inc.	1.01%	9/12/18
UL	Unilever plc	2.98%	3/07/19
UN	Uniliver N.V.	2.98%	3/07/19
V	Visa Inc.	0.58%	3/8/16
VEEV	Veeva Systems Inc.	0.00%	3/07/19
VRSK	Verisk Analytics, Inc.	0.68%	3/3/15
XLNX	Xilinx, Inc.	1.25%	9/12/18
ZTS	Zoetis Inc.	0.58%	3/07/19

\*Dividend yield data exported from S&P Capital IQ on 10/01/2019.

Novem Group  
 350 Linden Oaks, Suite 140  
 Rochester, NY 14625  
 Phone: 585-348-9525  
[www.novemgroup.com](http://www.novemgroup.com)

Advisory services offered through Novem Group, an SEC-Registered Investment Adviser. Performance is gross of advisor's fees, commissions and transaction fees, margin, taxes, and will affect the actual outcomes of transactions. Past performance is not indicative of future results. No representation is made that any returns indicated will be achieved. This strategy involves risk. Principal loss is possible. Investments in foreign securities involve greater volatility and political, economic and currency risks, as well as differences in accounting methods. These risks are greater for emerging markets. Small and medium capitalization companies tend to have limited liquidity and greater price volatility than large capitalization companies. Options on securities may be subject to greater fluctuations in value than in investments in the underlying securities. The investment in options is not suitable for all investors. The risk of investments in derivatives include an imperfect correlation between the value of these instruments and the underlying assets, the risk of default by the other parties to derivative transactions, the risk that transactions may result in losses that partially or completely offset gains in portfolio positions, and the risk that the derivative transactions may not be liquid. The strategy may engage in short sales of securities, which involves the risk that losses may exceed the original amount invested. Unlike mutual funds, ETFs do not necessarily trade at the net asset values of their underlying securities, which means an ETF could potentially trade above or below the value of the underlying portfolios. Additionally, because ETFs trade like stocks on exchanges, they are subject to trading and commission costs, unlike open-end investment companies. High-yield debt securities (also known as "junk bonds") that are rated below investment grade are subject to additional risk factors, such as an increased possibility of default, illiquidity, and changes in value based on many factors. Such securities are generally considered speculative because they present a greater risk of loss, which includes to default, than higher-quality debt securities. Interest rates may go up, resulting in a decrease in the value of the securities held by the strategy. Credit risk is the risk that an issuer will not make timely payments of principal and interest. Diversification does not assure a profit or protect against loss in a declining market. Auto rebalance trades have a minimum buy amount of \$100 and a minimum sell amount of \$125.

# Focus PLUS Fixed

**Investment Objective:** To complement a FocusPLUS portfolio to achieve the desired asset allocation that reflects the appropriate risk tolerance.



## Investment Approach

The FocusPLUS Fixed seeks to identify opportunities across the fixed income spectrum and allocate to the leading sector(s). It strives to maximize total return while minimizing overall risk. By blending FocusPLUS Fixed with FocusPLUS equity model you can achieve the desired asset allocation that reflects the appropriate risk tolerance.



### Reduce Interest Rate Sensitivity:

Deliver exposure to income generating vehicles that have less interest rate sensitivity.



### Maximize Potential Income with Risk Control:

Provide investors with potential for higher returns with the option to shift to safe fixed income sectors.








### Utilize a Flexible Bond Approach:

Identify and participate in positive market trends and move away from underperforming trends.

## Portfolio Structure

The FocusPLUS Fixed is a fixed income portfolio, which is actively managed for both total return and income. The minimum stand alone investment is \$25,000. FocusPLUS Fixed is typically blended with FocusPLUS equity model, in which case the minimum investment of the equity model would apply for total portfolio.

### Current Holdings

<b>iShares Barclays Aggregate Bond Fund</b> AGG 		<b>Vanguard High-Yield Corporate Fund</b> VWEAX 
<b>PIMCO Income Fund</b> PIMIX 	<b>iShares Barclays 1-3 Year Treasury Bond Fund</b> SHY 	<b>Cash</b> 

**Credit Quality Breakdown**

Credit Quality	% of Bonds
AAA	69.36
AA	1.15
A	4.51
BBB	7.87
BB	12.93
B	10.04
Below B	1.85
NR	1.07



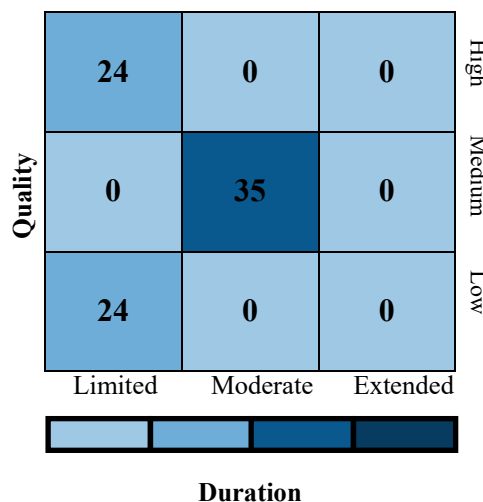
**Flexible Bond Approach**

An important characteristic of the strategy is its ability to shift out of lower quality areas when needed and invest in high quality debt or cash. It uses asset allocation that seeks to rotate among low quality debt, high quality debt, and short term treasuries.

**Portfolio Statistics (as of 09/30/2019)**

Average Effective Duration	3.20
Dividend Yield	3.47%
Account Minimum	\$25,000

**Fixed Income Style Box %**



Novem Group  
 350 Linden Oaks, Suite 140  
 Rochester, NY 14625  
 Phone: 585-348-9525  
[www.novemgroup.com](http://www.novemgroup.com)

Advisory services offered through Novem Group, an SEC-Registered Investment Adviser. Performance is gross of advisor's fees, commissions and transaction fees, margin, taxes, and will affect the actual outcomes of transactions. Past performance is not indicative of future results. No representation is made that any returns indicated will be achieved. This strategy involves risk. Principal loss is possible. Investments in foreign securities involve greater volatility and political, economic and currency risks, as well as differences in accounting methods. These risks are greater for emerging markets. Small and medium capitalization companies tend to have limited liquidity and greater price volatility than large capitalization companies. Options on securities may be subject to greater fluctuations in value than in investments in the underlying securities. The investment in options is not suitable for all investors. The risk of investments in derivatives include an imperfect correlation between the value of these instruments and the underlying assets, the risk of default by the other parties to derivative transactions, the risk that transactions may result in losses that partially or completely offset gains in portfolio positions, and the risk that the derivative transactions may not be liquid. The strategy may engage in short sales of securities, which involves the risk that losses may exceed the original amount invested. Unlike mutual funds, ETFs do not necessarily trade at the net asset values of their underlying securities, which means an ETF could potentially trade above or below the value of the underlying portfolios. Additionally, because ETFs trade like stocks on exchanges, they are subject to trading and commission costs, unlike open-end investment companies. High-yield debt securities (also known as "junk bonds") that are rated below investment grade are subject to additional risk factors, such as an increased possibility of default, illiquidity, and changes in value based on many factors. Such securities are generally considered speculative because they present a greater risk of loss, which includes to default, than higher-quality debt securities. Interest rates may go up, resulting in a decrease in the value of the securities held by the strategy. Credit risk is the risk that an issuer will not make timely payments of principal and interest. Diversification does not assure a profit or protect against loss in a declining market. Auto rebalance trades have a minimum buy amount of \$100 and a minimum sell amount of \$125.



# Focus PLUS Fixed with Bond Ladder

**Investment Objective:** To complement a FocusPLUS equity portfolio to achieve a desired asset allocation that reflects the appropriate risk tolerance.



## Investment Approach

The FocusPLUS Fixed seeks to identify opportunities across the fixed income spectrum and allocate to the leading sector(s). It strives to maximize total return while attempting to minimize overall risk. The FocusPLUS Fixed may be blended with a FocusPLUS equity model based on the client's risk tolerance and investment objectives.



### Reduce Interest Rate Sensitivity:

Deliver exposure to income generating vehicles that have less interest rate sensitivity.



### Maximize Potential Income with Risk Control:

Provide investors with potential for higher returns with the option to shift to safe fixed income sectors.









### Utilize a Flexible Bond Approach:

Identify and participate in positive market trends and move away from underperforming trends.

## Portfolio Structure

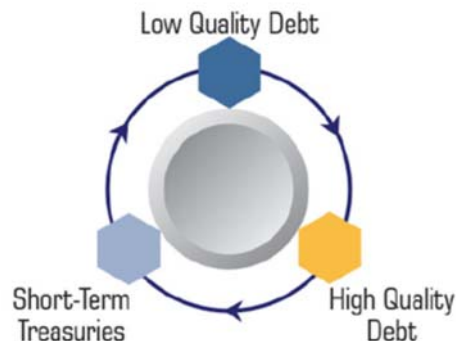
The FocusPLUS Fixed is a fixed income portfolio, which is actively managed for both total return and income. The minimum stand alone investment is \$25,000. FocusPLUS Fixed is typically blended with FocusPLUS equity model, in which case the minimum investment of the equity model would apply for total portfolio.

## Current Holdings

<b>iShares iBonds Dec 2020 Term Corp. ETF IBDL</b>  	<b>iShares iBonds Dec 2021 Term Corp. ETF IBDM</b>  	<b>Cash</b>  
<b>iShares iBonds Dec 2022 Term Corp. ETF IBDN</b>  	<b>PIMCO Income Fund PIMIX</b>  	<b>Vanguard High-Yield Corp. Fund VWEAX</b>  

**Credit Quality Breakdown**

Credit Quality	% of Bonds
AAA	2.15
AA	9.90
A	32.27
BBB	37.97
BB	8.94
B	6.94
Below B	1.28
NR	0.54



**Flexible Bond Approach**

An important characteristic of the strategy is its ability to shift out of lower quality areas when market conditions command and invest in high quality debt or cash. It uses asset allocation that seeks to rotate among low quality debt, high quality debt, and short-term treasuries.

**Portfolio Statistics (as of 10/01/2019)**

Average Effective Duration	2.12
Dividend Yield	3.29%
Account Minimum	\$25,000

**Fixed Income Style Box %**

	0	0	0	High
	0	0	0	Medium
Quality	17	0	0	Low
	Limited	Moderate	Extended	
	Duration			

Novem Group  
 350 Linden Oaks, Suite 140  
 Rochester, NY 14625  
 Phone: 585-348-9525  
[www.novemgroup.com](http://www.novemgroup.com)

Advisory services offered through Novem Group, an SEC-Registered Investment Adviser. Performance is gross of advisor's fees, commissions and transaction fees, margin, taxes, and will affect the actual outcomes of transactions. Past performance is not indicative of future results. No representation is made that any returns indicated will be achieved. This strategy involves risk. Principal loss is possible. Investments in foreign securities involve greater volatility and political, economic and currency risks, as well as differences in accounting methods. These risks are greater for emerging markets. Small and medium capitalization companies tend to have limited liquidity and greater price volatility than large capitalization companies. Options on securities may be subject to greater fluctuations in value than in investments in the underlying securities. The investment in options is not suitable for all investors. The risk of investments in derivatives include an imperfect correlation between the value of these instruments and the underlying assets, the risk of default by the other parties to derivative transactions, the risk that transactions may result in losses that partially or completely offset gains in portfolio positions, and the risk that the derivative transactions may not be liquid. The strategy may engage in short sales of securities, which involves the risk that losses may exceed the original amount invested. Unlike mutual funds, ETFs do not necessarily trade at the net asset values of their underlying securities, which means an ETF could potentially trade above or below the value of the underlying portfolios. Additionally, because ETFs trade like stocks on exchanges, they are subject to trading and commission costs, unlike open-end investment companies. High-yield debt securities (also known as "junk bonds") that are rated below investment grade are subject to additional risk factors, such as an increased possibility of default, illiquidity, and changes in value based on many factors. Such securities are generally considered speculative because they present a greater risk of loss, which includes to default, than higher-quality debt securities. Interest rates may go up, resulting in a decrease in the value of the securities held by the strategy. Credit risk is the risk that an issuer will not make timely payments of principal and interest. Diversification does not assure a profit or protect against loss in a declining market. Auto rebalance trades have a minimum buy amount of \$100 and a minimum sell amount of \$125.