

CFD4 Investment Strategy

Investing Made Simple



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Align Your Goals



Creating Financial Success



Having time on your side is one of the most advantageous items when it comes to investing. Why?

Financial markets fluctuate over time and specifically over business cycles. So even if you start investing at historical market highs, the financial markets have factually gone higher over time. Yes, pullbacks and dips will happen, however, time can balance out the rough spots.

The Power of Compounding Interest is the fundamental of successful investing. Why?

The Power of Compounding Interest is important for long-term investment success. Compounding can be explained by thinking about Investor A making a 10% return on \$1,000 and Investor B making the same 10% return on their \$100,000. Ten percent is ten percent right? Investor A's 10% return is worth \$100 and Investor B's 10% return is worth \$10,000! That is the power of compounding interest.



Investor A decides they want to wait to invest and starts investing \$200 a month at age 35. At age 65 when Investor A retires, they have accumulated an investment savings of \$244,000.

Invested Amount: \$72,000

Amount Accumulated: \$244,000

Investor B makes the decision to invest \$200 a month at age 25. At age 65 when Investor A retires, they have accumulated a nice investment savings of \$524,900.



Invested Amount: \$96,000

Amount Accumulated: \$524,900

Establish Your Plan

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Have a Plan & Do Not Delay

We know that getting you to pay yourself first and to invest correctly is the most important aspect to your investment success. Let's compare two scenarios:

We will assume hypothetically (markets do not just go up and do not just go up a flat percentage, however, we need something for a comparison) both Investor A and Investor B will make 7% rate of return annually over their investing lives. Both investors are 25 now and are accumulating wealth.

That is a difference of over \$280,000 in just 10 years due to the cost of delay. Delaying can be the difference between long-term financial success and sorrow.



Design Your Strategy

Investing for You

Intelligent investing based on your needs is the next step for your investment plan. These two pieces are central to your overall success:

1. Determine Your Investment Objective:

- How long will you be investing before you need the money?
- What is your investing comfort?
- What is your investment goals?
- What are your investment needs?



2. Diversify Your Assets:

- Do not put all your eggs in one basket is a popular phrase used to help understand that investing in different areas is important.
- Not all investments move the same and in-fact some go up when others go down.
- Diversification can help reduce volatility in your portfolio.

The CFD4 Investment Strategy

The CFD4 Investment Strategy is a professionally managed investment strategy for clients looking for a simple long-term diversified mutual fund portfolio. This strategy combines the importance of diversification with solid long-term mutual funds and investment asset classes that react and grow differently depending on market conditions. Your adviser will take the time to learn about you and depending on your long-term investment goals, set you in one of our investment models. Our team will research and determine the appropriate mixture of the investment classes along with the individual mutual fund investments for your portfolio. Keeping you diversified using no transaction fee mutual funds and rebalancing your portfolio as we feel is needed.

You do not have to be an expert at investing or even have a large nest egg built for professional services. Our goal is to help every investor no matter where they are at in their financial lives.

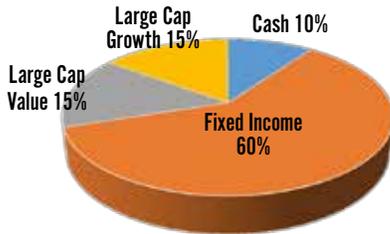
CFD4 Basic Models



Models

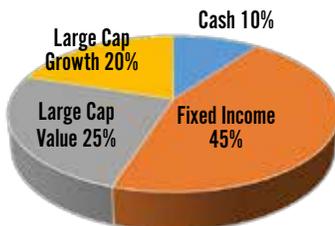
Possible Ideal Client

Conservative



- Someone concerned about market volatility
- Someone wanting to invest short-term
- Someone looking for low risk over higher growth
- Someone wanting to have savings keep up with inflation

Moderately Conservative



- Someone with a risk adverse mentality
- Someone wanting to invest conservatively
- Someone looking for their investments to possibly exceed inflation
- Someone concerned about market volatility

Moderate



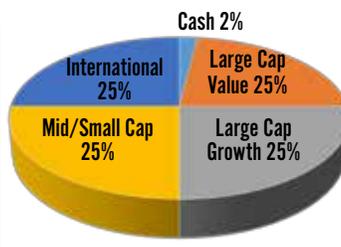
- Someone wanting growth in their assets within a balanced portfolio
- Someone concerned about wild short-term losses
- Someone possibly nearing their investment goal
- Someone with a long-term investment approach

Moderately Aggressive



- Someone valuing long-term growth & accepting short-term volatility
- Someone not overly concerned about market volatility
- Someone with adequate emergency savings
- Someone that understands growth is long-term

Aggressive



- Someone with an aggressive investment approach to maximize long-term growth
- Someone not concerned with market volatility
- Someone with adequate emergency savings
- Someone not overly concerned with short-term or even mid-term losses

Grow With Success

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Keep Your Plan Simple

Being successful with your investments can be relatively simple:

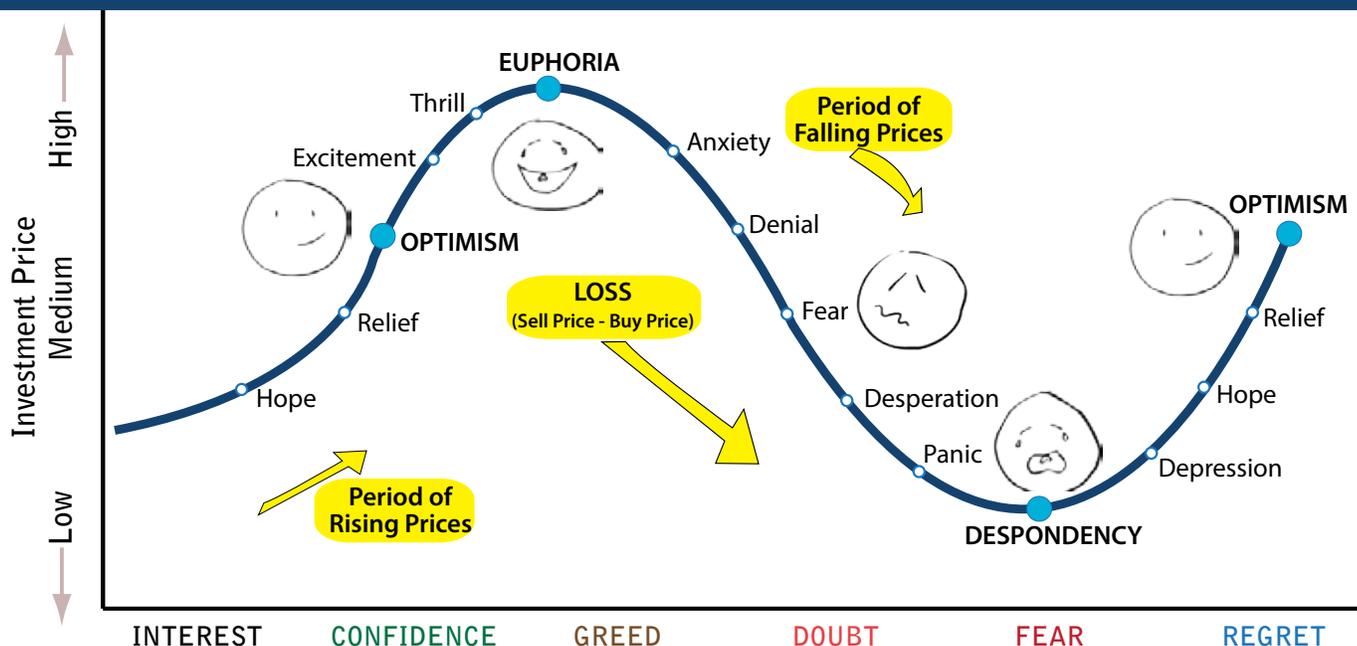
1. Pay yourself first and invest systematically. This plan will keep you investing even during market pullbacks which helps you invest at a lower price and keeps your investments working for you.

2. Tailor your investment portfolio to your needs and goals. You should build an emergency fund separate of your investments. Then it's time to build your portfolio based on your investing goals and needs. Keep your eyes on your long-term prize to meet your needs.

3. Understand down markets do and will continue to occur. When the markets go down and you continue to invest, you are purchasing investments at a cheaper price. This is when you are essentially buying investments on sale.

4. Focus on the long-term, not the short-term. Do not get caught up with day-to-day or even month-to-month returns. As the graph below shows, control your emotions during all the cycles. Don't get caught up in the swings of the market.

Emotions of Active Investing



Investor's Emotions Over Time

Wall Street Journal, "Control Yourself," June 8, 2009
RBC Correspondent Services, "The Cycle of Market Emotions," 6/09

Your Adviser/Your Firm

Success Through Teamwork

Working with a trusted team can help you reach your goals. Teamwork will help keep you on pace for investment success and your adviser knowing your financial needs.

Guidance from an expert is important no matter what you are doing. If you are building a house, you look to your professional contractor to make sure it is built correctly. Investing is similar. Look to your adviser and investment firm for their expertise. It is not about one person, it is about teamwork to make sure you hit your investing goals.



Founded in 1982, Creative Financial Designs, Inc. is an Investment Adviser Registered with the United States Securities and Exchange Commission (SEC). Headquartered in Kokomo, Indiana, the firm represents the best of "Midwest Values" putting your needs and goals front and center. We strive to provide you with services and products that serve those needs and goals. Check out our website at www.creativefinancialdesigns.com to learn more and continue reading. If at any time you have questions, your valued adviser will be there to guide you.

OUR MISSION

Our Mission is to provide unique and valuable investment services to all clients while honoring our Kingdom Values in guiding our work and lives.

Disclosures for Creative Financial Designs, Inc.

Investment Risk

All investments entail risk, and these risks could result in the loss of principal in your investment. There is no guarantee of returns. If there are historic or hypothetical returns identified in this piece, these are provided as informational only, and should not be read as an indication about the returns that you should expect to receive as a result of this investment. Past performance is not an indication of future results.

Model Portfolios

Portfolios are allocated pursuant to models determined by Creative Financial Designs, Inc., (Designs) which is solely responsible for the content of each model, and the selection of specific investments within the confines of each asset class and model. Designs has discretion to change the model at any time, and will make changes to the model based on current or anticipated market conditions, as deemed appropriate. Any references to percentages of assets in a model portfolio are subject to the discretion of the management team, and are subject to change at any time, without notice.

Variances Among Accounts

Each Designs investment model is merely a guideline, and there may be variance between investment holdings, and therefore returns, in any particular account versus the model allocation. In some instances, these differences may be material. Additionally, there may be some differing holdings among customers investing in the same investment model portfolio. Some of these differing holdings are the result of limited investment options, such as would be the case in self-directed retirement accounts, and/or managed variable annuity accounts. Additional variances could arise due to such things as, without limitation: programmed reallocations by an issuer, pursuant to particular product terms and conditions special reallocation requests by the client timing issues, e.g. investors purchase a fund that subsequently is no longer available for new

purchasers, so later investors invest in a comparable (though not identical) investment size of an investment account additional strategic options selected by a client, e.g. a client uses the invest over time option or an alternative investment rider option additional contributions to an account, or one-time or systematic withdrawals from an account the fact that transactional charges may make a reallocation disadvantageous to a particular client, or due to the investment strategy which the client has selected tax implications applicable to an individual investment or account opening of new investments closing of investments to new investors minimum investment amounts applicable to investments

Client Choices Influencing Returns in the Account

Please note that your choices as a client may influence the returns in your account, and may not mirror returns of holdings of other investors in the same model portfolio. Some of your choices that may affect the account include:

Making additional contributions to your account

Making withdrawals from your account

Putting special restrictions on your account, either to hold a particular security, to avoid a particular security, to hold additional cash, etc.

Selecting an add-on strategy such as the Invest Over Time option or selecting an Alternative Investment Rider

Affiliation with CFD Investments

Designs is owned and controlled by several persons who also have financial interests in cfd Investments, Inc. (CFD), a registered broker/dealer, member FINRA and SIPC. Designs is also co-located with CFD, and several persons associated with CFD are also associated with Designs. When appropriate, assets of clients managed by Designs will be maintained in accounts established at CFD.

Advisory Services are Provided through Creative Financial Designs, Inc., a Registered Investment Adviser.

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