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Building Wealth in
Colorado

Disciplined, Research-Driven Investment Strategies

Peak Capital Management provides low-cost, high-transparency portfolio management solutions.

Even as the economy recovered from the 2008 recession, investors were understandably reluctant to re-enter the market. "As a result of dramatic losses, *managing* risk turned into *avoiding* risk," observes Chief Compliance Officer Geoff Eliason. The uncertainty of Federal Reserve policy combined with the historically weak economic recovery left many skeptical of this bull market that has exceeded five years.

The opportunity cost of missing the rally in equity prices has been significant—a phenomenon recently described in The Wall Street Journal article, "Haunted by the Bull That Got Away."

"Emotion is the greatest enemy to investors," says Chief Investment Officer Brian Lockhart, "which is why we implement a rules-based, research-driven investment process designed to eliminate emotion." Peak Capital's success has been based on its ability to distinguish actual threats to a portfolio from perceived threats.

"We utilize a combination of fundamental and technical analysis, but we're not market timers," Lockhart clarifies. "Our belief is that as global markets have become increasingly dynamic, the ability to be tactical is critical to our risk management."

Commitment to Transparency

Peak Capital is a big proponent of ETF-focused portfolios because of their low costs and tax efficiency. "We place a tremendous amount of emphasis on being transparent," says Eliason. "Our methodology is designed to be repeatable, sustainable and effective in all market environments."

The team, which includes Brett Lapierre, CFA®, as head of research, credits much of its success to strategic partners that enable the management of focused portfolios with high conviction. Gavekal Research is a well-respected provider of global macro research and its subsidiary, Gavekal Capital, manages the Gavekal Knowledge Leaders Strategy. Their analysts have a decade's long track record of identifying market shifts and a proven ability to manage risk while capturing market gains.

Invesco PowerShares® is credited as the driving force behind intelligent indexing. "The innovation they bring to the advisory community in product development is invaluable in our opinion," Lockhart says. "Smart indexing is the next big wave in investment management, and we are grateful to partner with PowerShares as true industry leaders."

Communication is Vital

"Trust is the result of transparency and communication," Eliason states, noting Peak Capital's efforts to keep advisors informed. The firm publishes a monthly commentary called the PCM Report that addresses trends in the markets and economy. Fact Sheets and Quarterly Attribution Reports are also available in each strategy they manage.

"Probably most helpful are the Trade Rationales and Quarterly Overviews that go deep into what is driving performance in each strategy," suggests Lockhart. "Advisors need to be able to have real-time conversations with clients when volatility surfaces. We provide the tools to help them accomplish that."

Photography by Coldwater Media Inc.

The team: Brett Lapierre, CFA®, Director of Research and Chief Equity Strategist; Brian Lockhart, CFP®, Chief Investment Officer; Geoff Eliason, Chief Compliance Officer and Head of Distribution

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Peak Capital Management is located at 15455 Gleneagle Drive, Suite 100, in Colorado Springs, CO. Call 719-203-6926 or visit www.pcmstrategies.com for more information.