< Image 1072 x 500>

Clark Capital's mission is to provide advisors with investment strategies that can help clients stay on track to reach their long-term goals. We do this by creating investment strategies designed to help clients remain committed to their individual financial plans.

Investment Philosophy

We believe that investors are best served through a diverse selection of asset classes and investment approaches that closely align with their investment goals.

Our investment philosophy is grounded in three core principles: meaningful diversification, opportunistic asset allocation, and risk management.

Meaningful Diversification

We incorporate multiple global asset classes and methodologies into a portfolio that is aligned to the client's life goals.

Opportunistic Asset Allocation

We utilize an active approach to asset allocation that seeks to take advantage of growth opportunities in a rapidly changing global marketplace.

Risk Management

We believe that personalized risk management can help clients remain committed to reaching their long-term goals, regardless of the ups and downs of the markets.

In our quantitative, top-down strategies, portfolio managers utilize a disciplined, relative strength approach. Relative strength is a momentum-based strategy grounded in research by Nobel prize-winning economist Eugene Fama and Dartmouth professor Kenneth French. The pair analyzed investment returns from 1927 through 2014 and found that momentum was the largest driver of consistent outperformance.

This relative strength approach drives our tactical shifts in the portfolios that seek opportunities and guard against undue risks. The result is an unbiased, unemotional, and repeatable process that seeks long-term capital appreciation while minimizing overall volatility.

Source: Kenneth French Data Library. Available at:
http://mba.tuck.dartmouth.edu/pages/faculty/ken.french/Data_Library/det_mom_factor.html

RIAs are required to disclose any risks or possible conflicts of interest pertaining to the specific transactions that they recommend to their clients. RIAs must also ensure that the client understands any risks.