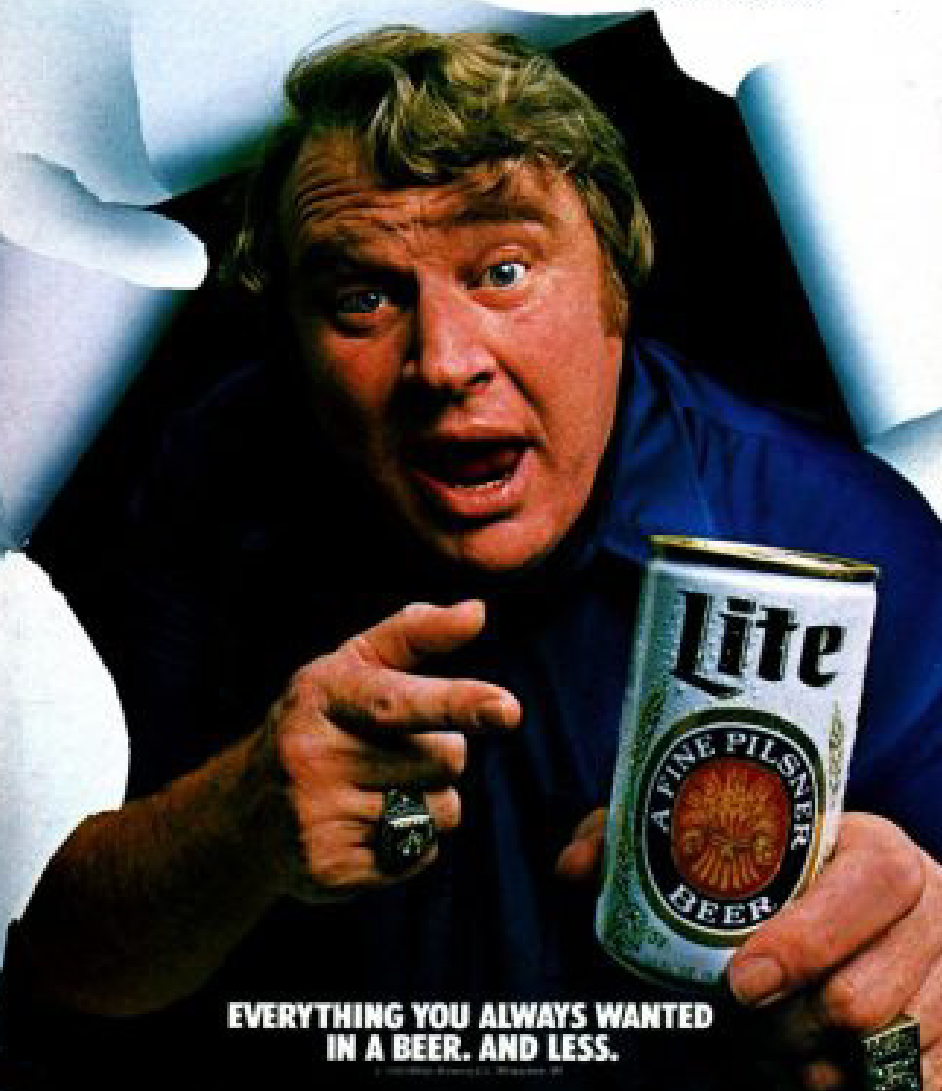


WEALTHCAREGDX[®]

**"I MIGHT GET WORKED UP.
BUT I DON'T GET FILLED UP!"**

John Madden



**EVERYTHING YOU ALWAYS WANTED
IN A BEER. AND LESS.**

The “tastes great, less filling” debate rages on between active and passive investing advocates, as noted in this [US News & World Report](#) article.

We have thoughts on the subject, which we’ll share in a future, more detailed piece.

For now, our immediate view is that there’s one key thing the article gets right.

In the last sentence it says that clients should pick a strategy that helps them sleep at night.

We agree. So whether it’s active or passive, our [GDX360 platform](#) gives clients the flexibility to choose [investment strategies](#) that not only help them sleep at night, but are also:

1. Cost-effective
2. Connected to the client’s goals
3. [Risk-managed](#)
4. [Tax efficient](#)

After all, it’s not what clients earn, it’s what they keep.

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