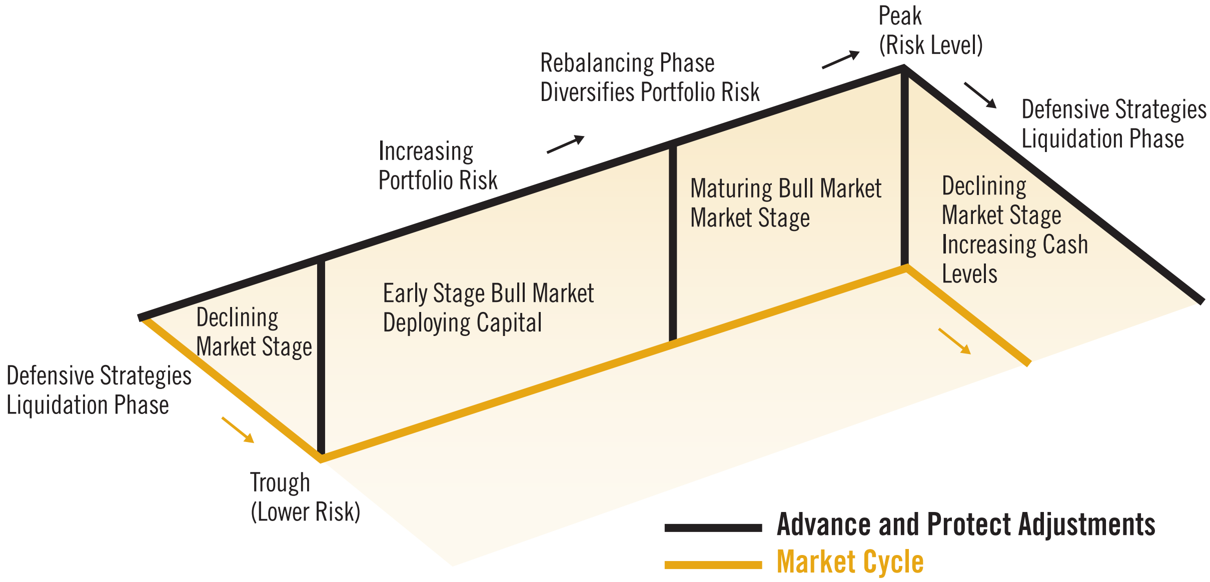
Winer Wealth Management, Inc.

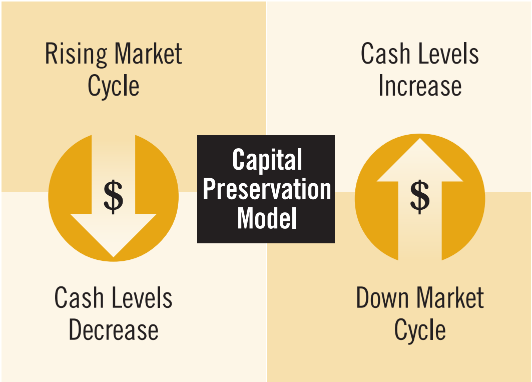
REGISTERED INVESTMENT ADVISER

ADVANCE AND PROTECT STRATEGY

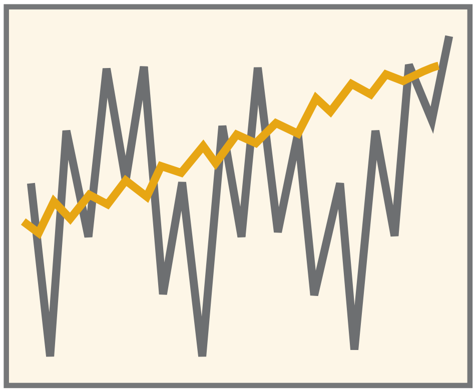
Let's face it, Investing only works if you sell and take profits before they erode. Investing 101 taught us to buy low and sell high, not buy and hold forever. Yet how often have you heard "Just hang in there, it will come back"? That's great if you can wait long enough for your assets to recover. The markets and economy go through constant up and down cycles. If you're retired or need your capital and the markets happen to be in one of those inevitable down cycles, it could be painful. That's why we developed our **Advance and Protect Strategy**.



Our **Advance and Protect Strategy** combines a capital preservation model with an offensive strategy. Its primary directive is to control risk. Our only objectives are to capture growth when the market is rising and protect capital when the market is falling. We use qualitative and quantitative strategies to help achieve these goals. Qualitative strategies include a deep understanding of the fundamental trends in our economy, markets and instruments in which we invest. Quantitative strategies include a vast number of metrics which reveal entry and exit points that may not be obvious with fundamental analysis alone. Our rigid buy and sell discipline is the crux and foundation of our **Advance and Protect Strategy**. This process automatically changes your allocation mix as the business cycle evolves.



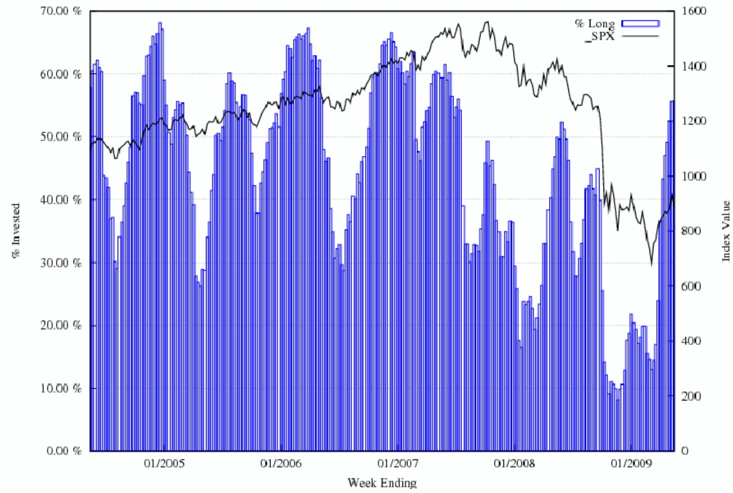
- Cash is a position
- Cash balances risk
- Advance and Protect is about attempting to stair step account values forward, not about beating benchmarks
- We focus on goals we set together and work towards these.



With our **Advance and Protect Strategy**, we can help you meet your financial goals and increase the likelihood that future downturns in the financial markets will not jeopardize your investments, retirement savings or financial security.

ADVANCE AND PROTECT IN ACTION

How Risk is Controlled



Our **Advance and Protect Strategy** controls risk by managing portfolio position size, cash levels and the timing of buys and sells. Its models assess market risk and advise us when it is prudent to be offensive or defensive in our investment strategies.

The chart to the right shows the timing of cash flows in and out of our dynamic portfolio strategies and illustrates our **Advance and Protect Strategy's** offensive/defensive signals in action. When the stock market (black line) rallies, cash is deployed to purchase new securities (blue line). When the market declines, security positions are reduced to protect and preserve capital.

WWM Dynamic Equity Strategy

The chart to the left shows the backtested* performance of our Dynamic Equity Strategy (which utilizes our **Advance and Protect Strategy**) versus the S&P 500 from January 1, 2007 to the present. Notice that each decline in the Dynamic Equity Strategy (blue line) flattened out as the S&P 500 (black line) continued to decline. That's because, as the market declines, our strategy's timing models reduce our market exposure.

* *Backtested performance is hypothetical (it does not reflect trading in actual accounts) and is provided for informational purposes to indicate historical performance had the securities in the current portfolio been traded over the relevant period.*

WWM Dynamic ETF Strategy

The chart to the right shows the real-time performance of our Dynamic ETF Strategy (which also utilizes our **Advance and Protect Strategy**) versus the S&P 500 from January 1, 2000 to the present. Notice that our ETF portfolio (blue line) remained flat during most of the 2000-2002 bear market. Declines were also muted throughout the 2008 bear market.*

* *Past performance does not guarantee future results.*

Advance and Protect Means Peace of Mind

With our **Advance and Protect Strategy**, you'll sleep well knowing that a disciplined and effective strategy is in place to protect your investments and retirement savings. By capturing the majority of each upside move in the market and avoiding the majority of each market decline, we can provide you consistent portfolio growth with reduced volatility and risk of principal loss. That means greater peace of mind

Call us for more information.
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