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[Sarasota Capital Strategies](#), a registered investment advisor focused on delivering innovative solutions to their investment clients, is pleased to announce the formation of a new and powerful relationship with [TrendPointers™ Research LLC](#), developers of advanced media expectations and content analyses.

For the past six years TrendPointers has pioneered media content analysis for business and economic planning and created PreCasts Signals™, a new portfolio of leading indicator data that effectively and reliably identifies shifts in economic and market trajectories weeks to months ahead of conventional measures. The PreCast data is then used to build new models for investment strategies.

“In our search for a quantitative trading team that could effectively transform our leading indicator data into highly effective trading strategies, we were delighted to form a venture with Sarasota Capital”, noted Managing Partner of TrendPointers, Mike Shutty.

Ian Naismith, Principal at Sarasota Capital Strategies adds, “The TrendPointers PreCast data offers a fresh look at the psychological impact that news has on the financial markets. This data has given us a unique stream of information to create technical models that are actively managed.” Sarasota Capital has developed a proprietary trading strategy, the TrendPointers Long/Short Model, with the goal to better anticipate when to enter into a long, neutral or inverse position in ETFs that track broad market indices (e.g. [SPY - SPDR S&P 500 ETF](#)). Positions can be entered over multiple days or within minutes. A full position is taken, at most, once every two weeks. The goal of the model is to optimize performance by leveraging the “window of opportunity” that is created as a result of consistently identifying shifts in markets well in advance of conventional approaches.

To learn how you can participate in the TrendPointers Long/Short model trading strategy, please contact:

### **Sarasota Capital Strategies**

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### ***About TrendPointers***

TrendPointers was founded by Rich Spitzer and Mike Shutty in 2006 with the purpose of developing leading indicator data derived from the known relationship between media expectations and sentiment and its predictable and measurable impact on investor, business and consumer behavior

### ***About Sarasota Capital Strategies***

Sarasota Capital Strategies focuses on absolute return portfolio strategies using primarily exchange traded funds and mutual funds. Absolute return management seeks to limit downside risk in declining markets while participating in markets that are trending up.