

## Proven Investment Tools for Advisors Reduce Portfolio Risk

Investment planners can now use MacroRisk Analytics ([www.MacroRisk.com](http://www.MacroRisk.com)) to help their clients minimize risk during times of economic uncertainty. The new line of advisor-oriented tools is designed to assist advisors in anticipating how economic changes can influence their clients' portfolios, and plan accordingly.

Pasadena, CA ([PRWEB](http://PRWEB)) November 10, 2011 — Investment planners can now use MacroRisk Analytics ([www.MacroRisk.com](http://www.MacroRisk.com)) to help their clients minimize risk during times of economic uncertainty.

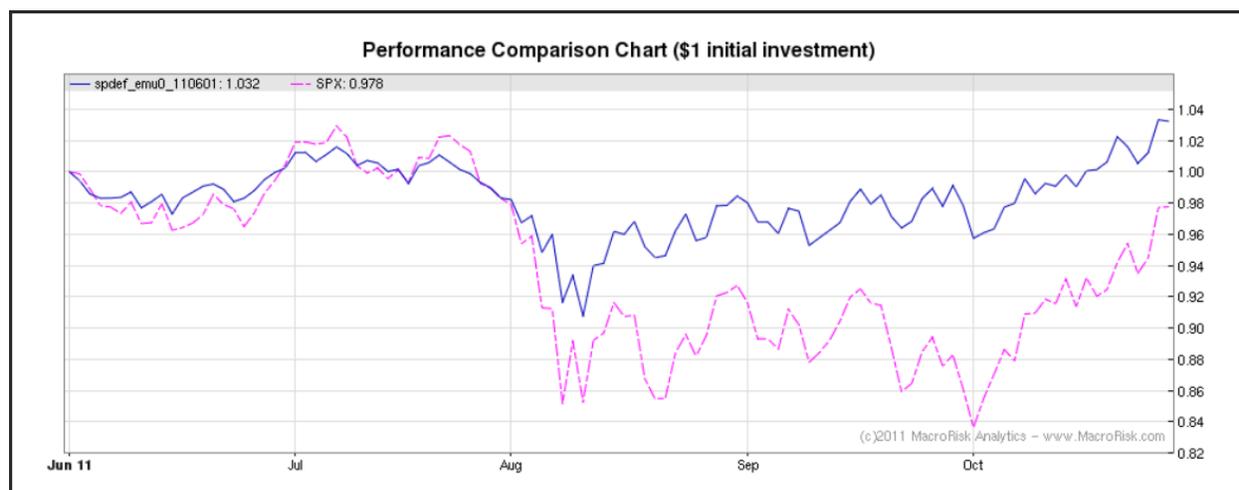


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MacroRisk.com is based on c4cast.com, Inc.'s patented Eta<sup>®</sup> Analysis methodology, utilizing a proven, standardized set of economic variables to consistently and successfully measure and explain the economy's effect on individual investments. Advisors have access to a wide range of revolutionary Eta<sup>®</sup> Analysis based tools and charts, plus more traditional analysis tools.

These tools include the Client Analysis Report, designed to show potential clients the current state of their portfolios; the Advanced Screening tool, to help advisors prepare promising buylists; and the MacroRisk Optimization report, which recommends possible sales and buys based on advisors' research and their clients' preferences.

The market events of August through October 2011 dramatically illustrate the value of using MacroRisk.com tools to reduce portfolio risks. The following graph compares the S&P 500 to a defensive portfolio constructed using MacroRisk.com's patented tools, from its start date of June 1 through October 31.



Over this period, the MacroRisk.com portfolio experienced markedly lower volatility, as well as being up nearly 6% over the S&P 500. Furthermore, the stocks chosen for the MacroRisk.com

portfolio were high quality, intended to perform well under better market conditions in addition to preserving their value under adverse conditions.

A further example shows comparable results for the period from January 1, 2008 through December 31, 2009. Observe how the MacroRisk.com portfolio had recovered essentially its full value by the end of 2009, but the S&P 500 was still down nearly 25%.



“Advisors can use MacroRisk.com to hone portfolios for low economic risk—or to craft portfolios which may capitalize on the current economy,” Sean Chasworth, Director of Research, explained. “Our patented tools are the most accurate method we know of for analyzing how the economy affects securities across the market. Our tools also let advisors take traditional analysis into account, and we’ve worked hard to make MacroRisk.com compatible with the systems they’re already using.”

“We have been using MacroRisk Analytics since the fall of 2010”, stated Al Gebhart of Gebhart and Associates, Inc. ([www.gebhartandassoc.com](http://www.gebhartandassoc.com)). “The 18 MacroRisk factors allow us to see how individual companies, as well as ETFs and Mutual Funds compare against market conditions. We were able to see the changes in the economy in May, allowing us to set sell orders. As a result, we were mostly out of the market by mid-July, missing most of the downturn.”

Investment planners who need to manage economic risk for their clients’ portfolios should contact Phil Hahn, Director of Marketing and Sales at 888.502.3605 to find out more about MacroRisk.com’s revolutionary risk management tools.

MacroRisk.com is a division of the Center for Computationally Advanced Statistical Techniques (c4cast.com, Inc.), located in Pasadena, CA. The Center was founded in 1999 and offers an extensive collection of proprietary tools, forecasts, and advanced statistical techniques for financial and economic analysis.

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