FUSION
CAPITAL MANAGEMENT

3 WAYS TO INVESTING

WHAT TO CONSIDER

WHEN CONSIDERING DIFFERENT WAYS TO INVEST MONEY, INVESTORS HAVE 3 OPTIONS:

Invest on your own

OR

Broker/ Dealer

OR

Registered Investment Advisor

BEFORE MAKING YOUR CHOICE, CONSIDER THESE QUESTIONS:

1. HOW COMFORTABLE ARE YOU WITH HANDLING INVESTING ON YOUR OWN?
2. IF YOU CHOOSE NOT TO INVEST ON YOUR OWN, HOW DO YOU FEEL YOUR ADVISOR SHOULD BE COMPENSATED?
3. HOW IMPORTANT IS TRANSPARENCY TO YOU?
4. HOW DO YOU KNOW YOUR ADVISOR IS ACTING IN YOUR BEST INTEREST?

INVESTING ON YOUR OWN

WE THINK IT'S GREAT FOR THOSE INDIVIDUALS WHO WANT TO HANDLE INVESTING ON THEIR OWN. NO ONE CAN CARE MORE ABOUT YOUR FINANCES THAN YOU. BUT, IF YOU ARE SOMEONE WHO'S CONSIDERING INVESTING WITHOUT A PROFESSIONAL, ASK YOURSELF THIS QUESTION:

"DO I HAVE THE TIME, THE INTEREST AND THE KNOWLEDGE TO INVEST ON MY OWN?"

TIME: Are you capable of spending the time needed to track your investments and stay current on events within the industry?

INTEREST: Do you have a genuine excitement or thrill following economic events and business news?

KNOWLEDGE: How is your understanding of stocks, bonds, mutual funds, annuities, ETFs, options and other available securities? And, do you have a comfortable understanding of economics?

IF YOU ARE LACKING IN ONE OR MORE OF THESE THREE AREAS, WORKING WITH A PROFESSIONAL YOU CAN TRUST IS RECOMMENDED.

WORKING WITH A PROFESSIONAL

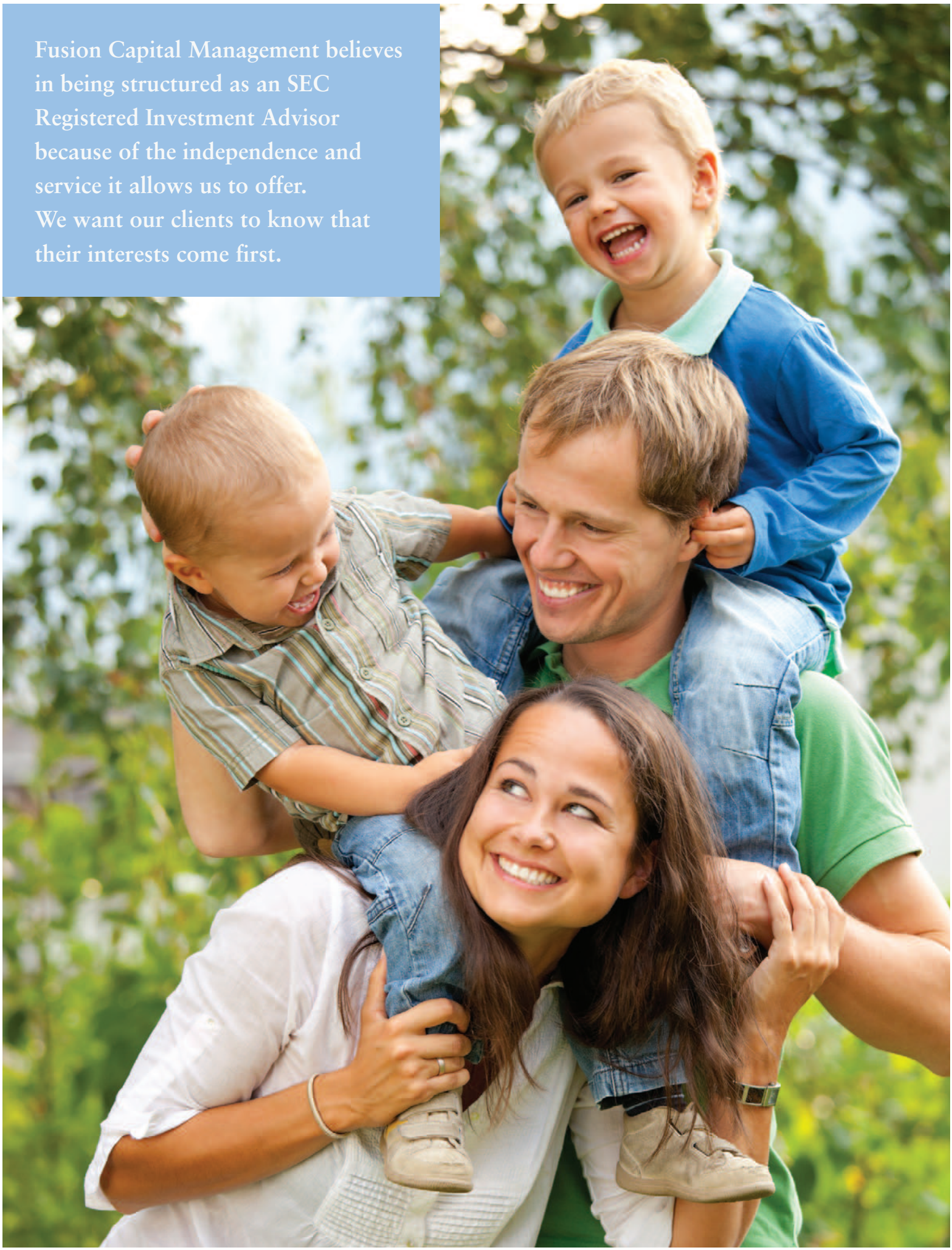
If you are not one who wants to handle investing on your own, then you should work with a professional. This means choosing between an investment advisor representative for a Registered Investment Advisor and the typical registered representative working for a Broker/Dealer who is not a fiduciary.

There is no right or wrong answer when deciding which avenue you choose. But please consider the differences carefully, and make sure your decision is in your best interest.

UNDERSTANDING THE DIFFERENCE BETWEEN A REGISTERED INVESTMENT ADVISOR AND BROKER/DEALER:

Registered Investment Advisor		Broker/Dealer
Legal Standards: Fiduciary acting in your best interest		**Legal Standards: Suitability** what may be broker's best interest
Transparency clear understanding	**VS.**	**Disclosure** possible confusion
Fee-Based Advice properly aligns interest		**Commissions** generate highest revenue
Independent Third-Party Custody additional layer of security		**In-House Custody** less control

Fusion Capital Management believes in being structured as an SEC Registered Investment Advisor because of the independence and service it allows us to offer.
We want our clients to know that their interests come first.



WHY FUSION CAPITAL MANAGEMENT?

FUSION CAPITAL MANAGEMENT IS A REGISTERED INVESTMENT ADVISOR THAT STRIVES TO BE A PREMIER PROVIDER OF FINANCIAL SERVICES FOR INVESTMENT PROFESSIONALS AND THEIR CLIENTS. WE BELIEVE OUR SYSTEMS AND CAPABILITIES CAN CREATE THE RESULTS OUR CLIENTS ARE LOOKING FOR BY PROVIDING:

SUPERIOR SERVICE

Our team at Fusion values your business and is committed to helping you achieve your retirement goals by providing you with the highest level of service in the industry.

ROBUST TECHNOLOGY

Our Account Portal gives advisors and clients 24/7 access to their accounts.

CUSTOMIZED ASSET MANAGEMENT

Varsity Asset Management is a fundamental value-based investment platform with an emphasis on risk management, which can create a higher level of suitability for clients.

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Investment advisory services offered through Fusion Capital Management, an SEC Registered Investment Advisor firm.

Fusion Capital Management is registered as an investment advisor with the SEC and only transacts business in states where it is properly registered, or is excluded or exempted from registration requirements. SEC registration does not constitute an endorsement of the firm by the Commission and does not imply that the advisor has achieved a particular level of skill or ability.

There are no assurances that you will achieve your investment objectives. All investment strategies have the potential for profit or loss and past performance is not a guarantee of future success. We cannot guarantee that a portfolio will match or outperform any particular benchmark.