

The Strategy

The NorthCoast Concentrated Stock strategy uses proprietary stock and market exposure models to **hedge downside risk and initiate tax-efficient liquidation, while diversifying concentrated account positions.**

Primary Objectives

- ✓ Hedge downside risk
- ✓ Generate income
- ✓ Tax-efficient liquidation
- ✓ Diversify concentrated position

A Personalized Solution

Stock Analysis

Multi-factor stock selection model seeks to enhance the underlying concentrated position, using comprehensive data sets to discover, interpret and leverage valuable patterns and trends

Market Exposure

Use of proprietary market exposure models to effectively hedge risk, notably during the last two bear market cycles (2000-02, 2007-08)

Options Trading

Options trading technology applied to our stock analysis and market exposure models, in a system built for daily monitoring and optimized trade execution

Advisory Services

Personal consultation to determine options strategy, time horizon, possible tax considerations and future investment management

Market Exposure

Stock Analysis

Options Trading

Advisory Services



Dan Kraninger
President & CEO

"NorthCoast helps clients reach their investment goals. Whether providing investment management to a piece of a portfolio or working together on a long-term financial plan, we aim to deliver valuable advice and institutional-caliber portfolio management services."



Amish Dalal
SVP | Concentrated Stock

"Our team analyzes a variety of research data and utilizes technology providers to best manage a concentrated stock portfolio. The goal is to systematically manage options positions against the concentrated position to generate yield, reduce beta and enable liquidation of the position with tax efficiency."

800.274.5448 | info@northcoastam.com | northcoastam.com

It is important to consult your own tax and accounting advisors for specific recommendations or comments regarding tax rates that apply to your situation as individual circumstances may vary. Please see additional disclosure information at the end of this document regarding the services utilized for this strategy.

Important Disclosure Information

The information contained herein has been prepared by NorthCoast Asset Management ("NorthCoast") on the basis of publicly available information, internally developed data and other third-party sources believed to be reliable. NorthCoast has not sought to independently verify information obtained from public and third-party sources and makes no representations or warranties as to accuracy, completeness or reliability of such information. All opinions and views constitute judgments as of the date of writing without regard to the date on which the reader may receive or access the information and are subject to change at any time without notice and with no obligation to update. This material is for informational and illustrative purposes only and is intended solely for the information of those to whom it is distributed by NorthCoast. No part of this material may be reproduced or retransmitted in any manner without the prior written permission of NorthCoast. NorthCoast does not represent, warrant or guarantee that this information is suitable for any investment purpose, and it should not be used as a basis for investment decisions. © 2022 NorthCoast Asset Management.

PAST PERFORMANCE DOES NOT GUARANTEE OR INDICATE FUTURE RESULTS.

NorthCoast Asset Management is a d/b/a of, and investment advisory services are offered through, Connectus Wealth, LLC, an investment adviser registered with the United States Securities and Exchange Commission (SEC). Registration with the SEC or any state securities authority does not imply a certain level of skill or training. More information about Connectus can be found at www.connectuswealth.com.

This material should not be viewed as a current or past recommendation or a solicitation of an offer to buy or sell any securities or investment products or to adopt any investment strategy. The reader should not assume that any investments in companies, securities, sectors, strategies and/or markets identified or described herein were or will be profitable and no representation is made that any investor will or is likely to achieve results comparable to those shown or will make any profit or will be able to avoid incurring substantial losses. Downside protection is not a guarantee against losses. Performance differences for certain investors may occur due to various factors, including timing of investment. Investment return will fluctuate and may be volatile, especially over short time horizons.

INVESTING ENTAILS RISKS, INCLUDING POSSIBLE LOSS OF SOME OR ALL OF THE INVESTOR'S PRINCIPAL.

The investment views and market opinions/analyses expressed herein may not reflect those of NorthCoast as a whole and different views may be expressed based on different investment styles, objectives, views or philosophies. To the extent that these materials contain statements about the future, such statements are forward looking and subject to a number of risks and uncertainties.

Options overlay strategy does not protect from downside risk. The downside risk protection benefit of a call writing strategy is limited to the amount of the premium received. Portfolio holdings may need to be sold to generate cash to settle options. Such sales may produce tax consequences. Investors must be willing to forgo potential upside appreciation above the premium value in exchange for the incremental income. Options may expire worthless or not perform as expected, resulting in losses. Options involve risk and are not suitable for all investors. Refer to Characteristics & Risks of Standardized Options: <http://www.optionsclearing.com/about/publications/character-risks.jsp>