



Everyone knows the meaning of stop light signals

Talk to a CUE Financial representative today, and find out how Stop Light Investing can help you.



CUE Financial Group, Inc.®

A SEC Registered Investment Advisor

- RED MEANS STOP
- YELLOW MEANS CAUTION
- GREEN MEANS GO

Follow these signals and you should be able to get to your destination safely. However, ignoring these signals greatly increases your risk of an accident. If you ignore enough yellow and red lights, getting to where you want to be, in one piece, would be almost impossible.

Stop Light Investing is a strategy which can help you navigate the financial markets with confidence. And we make it as easy as reading a stop light signal!

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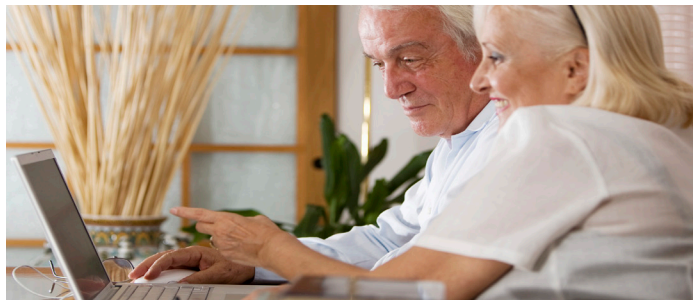
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Stop Light Investing

An investment plan to help you navigate the financial markets with confidence.



The prevailing wisdom says an investment should be made for the long term and since it is impossible to time the market it is best to

just ride out the market's inevitable down turns. But how long will a downturn last? How much will you lose in the process?

No one knows.

If you think about it, investing in this way is similar to ignoring a yellow or red traffic signal. When a market turns lower it could be signaling a problem ahead. If your plan is to ignore the signal and ride out the market your investment plans could be headed for trouble.

Stop Light Investing ● ● ●

Stop Light Investing is a strategy which can help you navigate the financial markets with confidence. We use price analysis to determine the markets outlook. Green means conditions are positive.

Prices are rising and you should be confident investing in the market. When prices start to reflect a cautious outlook we move our indicator to yellow and you should begin moving out of the market. If prices continue to deteriorate and a downtrend develops our indicator will turn red. Just as a red light means stop, a red indicator means stand aside and wait for the

markets to settle and begin flashing positive signals again. The goal of Stop Light Investing is to generally be in the market when it is growing, and out of it when it is falling.

Benefits of Stop Light Investing ● ● ●

- **Sense of Control:** Rather than fear the next market downturn, you'll have a plan to deal with it.
- **Indicators Based on Price:** News, economic data, and emotions can be poor market indicators. Price movements can show a true picture without relying on opinions or feelings.
- **Risk Management:** As market prices deteriorate you sell stocks to lower you risk exposure.
- **More Natural Investment Approach:** Most People find it very difficult to hold on to their stocks during downturns. Stop Light Investing allows you to sell as conditions deteriorate.