



LAIF MEIDELL, CMT® | PRESIDENT

Laif has seen many ups and downs in the investment world throughout his career. As a result, he understands the intellectual and emotional challenges investors face as they navigate through market cycles.

Laif's career in the financial industry began in 1995 during the latter half of the bull market that began in the early 1980s and ended in 2000. He observed two protracted market declines—the first from 2000 to 2003 and the second from 2008 to 2009—which drove him to create proprietary strategies that could better protect his clients' investments.

His desire to help clients manage risk led him to study quantitative and technical analysis. In the years that followed, he became a Chartered Market Technician and created his own proprietary tactical strategies, known as Market Adaptive™ strategies, designed to participate in rising markets as well as preserve and manage the downside when markets decline. Merging a tactical strategy with strategic asset allocation provides a belt and suspenders approach to investing, which for some investors means peace of mind. Laif is a member of the Market Technicians Association and is a FINRA registered representative.

Clients who work with Laif appreciate that he looks at their unique goals, time horizons, and attitudes toward risk to help them define the proper strategic asset-allocation. He understands the human side of investing, how behavior can affect investment outcomes, and the importance of finding investment strategies clients can stick with through the market's ups and downs.



DESIGNATIONS

Certified Market Technician, CMT®
Accredited Investment Fiduciary, AIF®

EDUCATION

Regis University, MBA
• Graduated with honors
Brigham Young University, BS in finance

COMMUNITY INVOLVEMENT

Boy Scouts of America Nevada Area Council, President of the Board of Directors

MILITARY SERVICE

Army Captain and helicopter pilot

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