

ADVISOR EXPERIENCES

"I have been with Horter Investment Management since late 2012. I love the tactical portfolios that Drew and his team have put together. The tactical sleeves work as they are designed by limiting the downside risk as well as participating on the upside. Having 12 tactical managers over multiple asset classes in the sleeves allows us to focus on our client relationships and not having to worry about the day to day movements of the multiple markets. The system allows us to position not only the AUM part of the portfolio, it also creates a perfect fit for the FIA and life insurance solutions available in client's plans. Horter's systems and processes allows any advisor that is serious about growing their business a perfect solution for success."

Elite Advisor, April 2012, CO (\$55M in AUM)

"I have found that when I made the decision to work with Horter Investment Management as a IAR was one of the best decisions in my business I have ever made. They have always been there to support me in and help me in growing my business. The training is the best I have received on the broker and investment advisory side of my business over the last 15 years. We have become more professional and are kept up to date four times a month with their conference calls and attending the personal two and three day trainings in Cincinnati held several times throughout the year. Drew's knowledge and foresight is amazing and is a very caring person that has put together a system and group of people that will help you succeed if you follow their system. I would highly recommend Horter Investment Management for anyone that has a series 65 and want to be with a top notch RIA."

Elite Advisor, February 2012, UT (\$27M in AUM)

"I have been with Horter since January of 2015 and it is one of the best decisions I have ever made in my 33 years in the business. I was basically just an "annuity advisor" on the fixed side for many years and was finding it more and more difficult to attract and retain high net worth and sophisticated clients. However, I didn't want to be a "stock jockey" and I wanted to be able to offer some sort of downside protection for my mostly conservative senior clients and prospects.

Horter has been all that and more. The training is cutting edge and the product is second to none. Access to software that helps us bury the competition, the weekly conference calls, and the service by the Horter staff is the best I have experienced in 33 years.

After just 2 years, my business has gone to the next level and I now have a clear path for how my career and business will evolve - something I didn't have a clue about before.

Thanks for all you do and will do going forward."

Top Advisor, December 2014, NC (\$21M in AUM)

"Being associated with Horter has been a tremendous experience in a variety of ways. The platform Drew has put together rivals the biggest and best investments firms (I should know since I was previously employed by one of the largest investment firms in the country). As I tell my clients "when you cut through all of the rhetoric, charts and graphs - the ONLY thing that matters is how your money is invested and how much risk you are really taking". The tactical asset managers at Horter are literally some of the best investments available - bar none. The investments, training and back office support is of the highest levels, professionalism and integrity in all constraints. If anyone truly wants to do what is best for the client and the best for their career - being associated with Horter will allow you to accomplish both."

Elite Advisor, October 2010, OH (\$20M in AUM)

MAKING RETIREMENT INVESTING EASY

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"I started working with Drew Horter and Horter Investment Management about 3 years ago. I had NO experience whatsoever in working with securities. In fact, I did not like the securities world as there was so much risk involved with those types of investments. I've watched people lose, literally, everything they had saved for their retirement as the Dot Com bust and the Financial Crisis wiped them out twice.

Then, I was introduced to Drew and his platform of low-risk, low-volatility money managers. It seemed impossible that these platforms would actually exist and I did not understand why no one knew about them. Drew's training help me to understand. I got my Series 65 license and joined the Horter team and never looked back. I grew my business from nothing to a very sizable number in a few short years. It's a combination of his training, his systems and his managers. You put all 3 of these together and you can provide your clients with something they really want and need, market like returns on their investments with less than market risk. That is an amazing combination.

The bottom line is, as an advisor, I get the satisfaction of doing something good for my clients and, for the first time in my career, I've also been able to create a steady ongoing residual income as well. Working with Horter has clearly been a win/win situation for both my clients and me."

Top Advisor, July 2013, CA (\$10M in AUM)

"My association with Horter has revolutionized my practice, my business and my income. Prior to joining Horter, I had a one man RIA with less than \$3M AUM - I intentionally did not try to grow that business because I did not want the liability and the responsibility of losing people's retirement nest egg when the market inevitably would tank.

The capital preservation priority of the Horter platform gave me the confidence to assertively offer these excellent managers and powerful strategies to all my prospects. Guess what? Almost all of them responded favorably and I have brought in over \$25M to Horter in 4 years.

Since my primary client acquisition method is teaching the college retirement classes, I have to mention how helpful the Horterized class and PowerPoint has been. For the first year in my career, I will likely hit \$10M in annuity production. Most importantly, I know in my heart that I am doing the very best I can to protect and serve my clients. Thank you Drew!"

Elite Advisor, May 2013, VA (\$22M in AUM)

"We have been with Horter Investment Management now for 34 months. After shifting our focus in 2011 and then using some alternatives pretty heavily, we had only grown our net AUM in the market to \$3 million in the 3 years prior to moving to Horter. Looking back on it, I think it was due to lack of process and confidence in the platform. I have watched the Horter team continue to never be satisfied chasing the ultimate outcome of limiting the drawdown risk while maximizing the upside. We have had some tough, slushy and sideways markets in that 34 months so it's never perfect. The consistent movement towards proven models being incorporated into the sleeves that can make our clients money in multiple environments has kept us faithful and motivated. The amount of diversity that we give our clients across various account sizes is second to none that I have seen in the industry. We are currently just under \$16 million net AUM in the market and growing. Drew and his team have always maintained a "client first" approach and commitment to being a fiduciary. That is in alignment with our core values and makes for a great partnership."

Top Advisor, June 2014, TN (\$16M in AUM)

"Horter Investment Management has been a life changer for me. I never worked with investments before working with Horter. The training is fantastic and the team really cares. I have tripled my business in the past 2 1/2 years, and now receive significant recurring revenue every quarter! My family took our first vacation in 14 years! Working with Drew Horter and his team has changed my business life forever!"

Top Advisor, May 2014, WI (\$15M in AUM)

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