

Experience Rises Above the Noise™

Destra Capital has teamed up with institutional manager WestEnd Advisors, a private, independently-owned investment advisory firm, who look at over 150 economic indicators to anticipate the “Business Cycle”. This analysis helps them avoid what they believe are the worst sectors which generally lead to underperformance. They then select the best “Proxy Stocks” to best represent sectors which they currently favor.



Firm Highlights

Established in 1995

Single Focus Institutional Investment Strategy Firm

AUM \$3.1 Billion

16 Employees, Employee Owned

Portfolio manager, Rob Pharr started managing the strategy in 1996

Offices: Charlotte, NC

Website: www.westendadvisors.com

Investment Philosophy

WestEnd Advisors has maintained a consistent philosophy to managing assets:

- Sector and Industry performance is highly correlated with particular stages of the business cycle.
- Overweight sectors they believe will experience economic tailwinds, and avoid sectors they see as untimely.
- The result is a core investment style that has the ability to shift portfolio sector and style emphasis to remain properly oriented and timely over a full economic and market cycle.

Investment Process

WestEnd’s portfolio management team follows a disciplined parallel processes when building portfolios

Business Cycle Analysis

- Analyze -150 economic indicators to determine the current position in the business cycle
- Based on the analysis identify the best sectors/ industries to own
- Anticipatory, forward-looking strategy

Quality Screens

- Large Cap: 2 to 3 times the S&P 500 Index’s average market capitalization
- High-Quality: Low debt-to-equity ratio, high return on equity, earnings growth opportunity
- Market-Leading: Premier competitive position, benefits from secular tailwinds, proven management team

Assemble a portfolio of 20-25 stocks that are best positioned to take advantage of the economic environment.

WestEnd Advisors Portfolio Management Team

Robert L. Pharr 36 years
Managing Partner, Chief Investment Officer experience

Frederick O. Porter, CFA 14 years
Partner & Investment Analyst experience

Edmund N. Durden 16 years
Partner & Investment Analyst experience

“Our primary focus is to own high-quality, industry-leading names, in their time.”

-Rob Pharr