



Liquid Alternative Investments™

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Q Describe your firm, its offerings and its mission.

Established in 2006, Alpha Capital Management is an independent boutique investment management firm providing comprehensive investment advisory services to wealthy families, individuals and institutions. We believe that better long term investment performance is achieved by diversifying assets across multiple asset classes and multiple investment strategies. Depending on a client's individual needs and risk tolerance, Alpha Capital Management uses combinations of rigorously screened third-party equity, debt and alternative investment managers in an attempt to produce optimal risk-adjusted returns when compared to traditional equity and bond indices.

Q Describe your investment strategy and how it might be unique.

While all portfolios are customized to meet specific client needs, Alpha Capital Management has two primary investment strategies – a capital preservation/absolute return strategy and a capital appreciation/hedged equity strategy. Both strategies are constructed with four principles in mind – exposure to multiple asset classes, exposure to multiple investment strategies, built-in downside protection and liquidity. We believe our strategy is unique for two reasons. First, there are many investment strategies that provide investors with exposure to multiple asset classes but few strategies provide investors with exposure to multiple investment strategies. Examples of these types of strategies include long-only, long-short, short-only, arbitrage and global macro. Furthermore, most investment products that do allow for multiple strategies are illiquid. Our strategies are built with liquidity as a primary consideration. Each strategy can be accessed through a SMA or mutual fund structure.

Q Describe how your investment products fit into a well-rounded asset allocation strategy.

We believe all investors should have some capital allocated to stocks, bonds and alternative investments and we view

Alpha Capital Management's primary strategies as a "third bucket" for investors to allocate investment capital. Alpha Capital Management's strategies complement traditional long-only equity and fixed income portfolios by providing investors with exposure to asset classes and investment strategies that are usually not found in their traditional long-only stock and bond portfolios, in addition to built-in downside protection. This combination should provide for lower volatility and increased downside protection when compared to traditional stock and bond portfolios.

Q How has your firm adapted during the recent economic downturn?

The economic and market downturn of 2008 underscored Alpha Capital Management's belief in the use of alternative investments in an attempt to provide investors with lower correlations, lower volatility and some downside protection. In addition, the events of 2008 highlighted the increased importance of investment liquidity. Prior to 2008, the issue of liquidity rarely came up when interviewing existing and potential clients. Since then, clients have emphasized the desire for alternative investment strategies, but in a structure that can be readily converted to cash.

AT A GLANCE

Firm Name: Alpha Capital Management, LLC
Principals: Bradley H. Alford, CFA, CFP and W. Allen Webb, Jr., CFA
Employees: Three
Location: Atlanta, GA
Years in Business: Four
Assets under Management: \$150MM
Minimum Investment: \$200k for SMA, \$10k for mutual funds