



MarketSectorStock (MSS) provides a unique strategy that works as an overlay to clients' good fundamental analysis. MSS's process works to optimize entry and exit points and add alpha. Unlike other technical analysis, MSS reviews clients' investable universe each day to provide recommendations on only relevant stocks and sectors, rather than broadcasting the same research to each client. MSS creates, develops, and monitors a set of macro themes that provide a context for the individual stock ideas. In this way, the research is a combination of micro and macro and strategic in nature.

Turning Point Analytics (MSS) was founded in 2009 after the author spent 25 years on trading desks and 13 years as a head trader to provide strategic and technical research to institutional clients. *It had become increasingly clear that fundamental analysis must be coupled with opportunistic timing to achieve superior performance.*

MSS uses its proprietary Trend/Range Strategy to generate alerts for possible inflection points depending on a stock's condition.

- If a stock is trending, MSS looks for changes in trend or moves that create opportunities at trend support or resistance.
- If a stock lacks trend strength, MSS considers it trading in a range and looks for opportunities at the extremes of the trading range.

This strategy was not only successful for Mr. Marcus as a head trader, it has also proven invaluable to MSS clients.

In addition to Trend/Range, MSS provides regular macro themes through the World Snapshot. These reports lead clients to the most attractive sectors, subsectors, and global markets, while also providing an explanation for market dynamics and a guide to risk parameters of the current environment.

A recent study of 2000 investment firms and 10,000 portfolios over 20 years concluded that managers who use technical analysis outperform those that do not use technical analysis as an input.

MSS has been advising clients since 2009. MSS's clients range from some of the largest institutions in the world to smaller fund managers. MSS clients include a:

- large government pension fund
- \$150 billion NYC investment manager
- multiple managers (pods) at several of the largest hedge funds in the world
- \$800 million commodity based hedge fund in NYC
- \$650 billion investment advisory firm comprised of mutual funds and separate accounts
- foreign long-only manager with \$10 billion AUM
- \$1.4 billion AUM hedge fund focusing on the financial sector
- \$200 million long short generalist money manager in LA
- \$11 billion global hedge fund

MSS process - the 3 things we provide to clients

1. **Daily Macro** – macro analysis and historic studies to make better decisions with regard to markets, sectors, commodities, currencies, rates, and economics.
2. **Detailed recommendations** - analysis and action strategy based on a review of your investable universe to clients by 9:00 that are used for:
 - idea generation
 - portfolio management
3. **Intraday analysis and strategy** - provided as requested on a timely basis to clients during the day through email and telephone conversation.