



## Horter Investment Management rolls out proprietary mutual funds to wider market

*Tactical Fund Advisors ramps up marketing and distro, targeting \$5bn AUM*

*Tom Wilson March 18, 2021*

Horter Investment Management, a Cincinnati RIA, is ramping up distribution and marketing capabilities as it looks to roll out its \$220m AUM family of mutual funds to the wider market and beyond its own wealth management clients, with longer-term ambitions of growing to \$5bn.

The company first launched its Tactical Fund Advisors mutual fund range in 2019, initially with a trio of multi-manager allocation funds that are currently subadvised by Heritage Capital Advisors, Anchor Capital Management, Synergy Financial Management, Tactical Management and Exceed Advisory.

Drew Horter, founder and portfolio manager at TFA, told Fund Intelligence that the funds aim to ‘modernize modern portfolio theory,’ diversifying across investment styles, time horizons and asset classes and tactical rebalances on a daily basis.

“The big picture idea is it’s an evolution of tactical to tactical 2.0,” he said. “In those three funds we now have five different tactical managers doing five different strategies in five different timeframes and five different methodologies to non-correlate against the market.”

During 2020, the \$52m Tactical Growth Allocation Fund, the largest in the fund family, returned 7.9% to investors, or 495bps ahead of the average return multi-alternative funds, as defined by Morningstar, ranking it in the 21 percentile of funds in the category.

Besides the trio of multi-manager funds, the company launched two single manager multiasset funds in May 2020, subadvised by Preston Wealth Advisors and Potomac Advisors, and Horter said he hopes to launch another strategy this year.

To support the rollout of the funds, Horter is currently recruiting for an executive vice president for distribution, as well as working with FLX Distributors, which it first partnered with last year.

FLX is also providing marketing support to Avery Robbins, Horter IM’s director of marketing, who joined the business last year following a 24 year career that includes roles as an energy consultant, Merrill Lynch financial adviser and director of corporate sales for the Chicago Bears.

Horter said that to promote retail and RIA interest in the funds, the company is developing a local marketing campaign for the Cincinnati area, which he intends to repeat on a city-by-city basis, if successful.

**EXPLANATORY NOTES – ARTICLE REPRINT**

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\*\*Morningstar reference pertains for the one-year period ending 31/12/2020\*\*

**Tactical Growth Allocation Fund (Fund Inception 06/10/2019)**

Benchmark	01/01/2020 to 12/31/2020	6/10/2019 to 12/31/2019	YTD	1mo.	3mo.	6mo.	1yr.	Since Inception
Class I	7.87%	3.83%	1.50%	1.40%	1.50%	9.70%	28.58%	7.35%
Class A	6.73%	3.62%	1.42%	1.33%	1.42%	9.41%	27.89%	6.56%
Morningstar Multialternative Index**	1.15%	3.05%	2.13%	0.98%	2.13%	7.01%	14.54%	3.52%

Class A: TFAZX has a gross expense ratio of 1.88%  
Class I: TFALX has a gross expense ratio of 2.42%

*The performance data quoted here represents past performance. Current performance may be lower or higher than the performance data quoted above. Investment return and principal value will fluctuate, so that shares, when redeemed, may be worth more or less than their original cost. Since inception performance is annualized. Past performance is no guarantee of future results. For performance data current to the most recent month end, please call 866-987-0915 or visit our website, [www.tfafunds.com](http://www.tfafunds.com).*

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