

Fresh Advice

The Piton Investment Team, part 3

A 3-Part Series in Fresh Advice
in Piton's Investment Team

Part 1: (January 2026): When, Who, and How

Part 2: (February 2026) Looking at the Big Picture

Part 3: Digging into the Details

The PITON INVESTMENT TEAM

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There is a saying that success derives from doing ten thousand little things right. This is the third and final part of the three-part series on the Piton Investment Team, where the Fresh Advice team observes how the team examines the details to support the success of Piton client portfolios.

“There’s tons of information out there,” says Market Analyst Craig Golden, CFA, CAIA, CMT, the member of the team who handles a lot of the deep dives into research on specific businesses, “The goal is to improve data consistency and coherence to help the team make more informed decisions for the client portfolios. In my experience, we have a really solid strategy, so then the job is to investigate specific businesses, both to evaluate their health and to assess which ones align better with the parameters we have set.” For more about what that entails, read on!

Confidence and Conviction

Not only is there a lot of information about company stocks, new information is constantly arriving. Once a position is in a client’s portfolio, the team wants to stay up to date in case a change is warranted. Therefore the Piton Investment Team monitors their proprietary tracker, nicknamed the “Conviction Index,” which receives, maintains and displays data about all these positions. “We constructed it so that we can see flags if there is a shift that might signal a change is in order. If that happens, the team investigates. A fair amount of the time, we don’t need to make a change, but we’d rather check and be sure than be late on a change that we should have made. We also have a list of options that could be a good fit if the context changes. In general, we work to pick positions where we have confidence in growth over a specific length of time. If a position does not work out as we hoped, then we are nimble enough to make a replacement pretty quickly.” Andrew Clary, who then would handle specific trades, adds that there is also layer of knowing clients individually. “When the team decides on a trade, we can execute that very promptly, but also think through all the clients whose portfolios will be affected. Their needs and tax consequences can be different, so we filter for that when we do the trades, too.”

Always Looking Out for Opportunities

Much the same way that Chuck Etzweiler brings research on larger and historical trends to bear, Craig also combs through profiles and analyses of specific companies and funds. “A lot of that is technical information and all the nerdy acronyms in our field, but you also find these amazing nuggets about these businesses, these components that suggest something special that is not in the headlines or summaries. We also interview the managers of funds, like actively managed funds and Exchange Traded Funds (ETF’s), where we are considering

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investing. We want to be sure they are aligned with our goals, but it's always a learning experience as well. After these processes, you look at the portfolio and see it as investing in great opportunities but also in this huge array of talented people who are going to make those opportunities a reality."

"We learn still more from our clients, who are just amazing," adds Wealth Advisor II Nick Mercer, CFP®, "A client will ask me something, so I'll research it and bring it to the team. At a minimum, then I can go back to the client with what we have learned and decided. Sometimes those questions feed into something that becomes a regular part of the team's work. The thing is, we know what we are about, but we're not afraid to look into something new. When any of our advisors meet with a client and present the portfolio performance and explain what the team has done and why, at that point, if the client is impressed and happy, then we feel successful," concludes Nick.

The Piton Investment Team will keep going, week after week. The Fresh Advice team will keep going, too! We hope this survey of the Piton Investment Team has been helpful and informative. Don't hesitate to offer feedback or ask questions about how the team works. Next quarter, Fresh Advice will be exploring and explaining more of the Piton team's perspective.

QUIZ

A key part of the Piton Investment Team's detailed research focuses on

- a. hedge fund managers
- b. specific companies and funds
- c. stock performance on a single day
- d. search engine optimization (SEO)



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If you are interested in Piton Wealth's services, call (509) 582-0570 or visit pitonwealth.com/request-an-appointment/

We hope to hear from you!

ANSWER: b. - You can see the piton on page 1 second article, 4th sentence.

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