Pacific Park

Financial, Inc.™ Registered Investment Adviser

The Company

Pacific Park Financial, Inc. is a Registered Investment Adviser located in Aliso Viejo, California. Our enthusiastic team serves clients locally and throughout the major metropolitan areas around the country.

Our mission at Pacific Park is to treat your money with personal care. Specifically, we invest your dollars the way we would invest for members of our family. In fact, we place your needs and desires at the forefront of every investment decision that we make.

We're quite different from other asset management firms. Some brokers, specialists and representatives make a living by selling products for the company that they work for. These salespeople present investments to you for extremely expensive "loads" or "sales charges."

In contrast, we *do not* sell investment products. We don't work on commission, nor do we believe in gimmicks. *We simply provide a genuine service for a fair price*.

The Chief Investment Adviser

Gary A. Gordon, MS, CFP™ is the president of Pacific Park Financial, Inc., a Registered Investment Adviser with the SEC. He has more than 23 years of experience as a personal coach in "money matters," including risk assessment, small business development and portfolio management.

Gary is often asked to consult as an educator. He has taught financial concepts in Mexico, Singapore, Hong Kong, Taiwan and the United States. He also wrote the draft copy for a McGraw-Hill publication, Maverick Investing.

As a Certified Financial Planner (CFP®), Gary has distinguished himself as a reputable and trusted investor advocate. He writes commentary for Seeking Alpha, ETF Expert as well as TheStreet.com. Gary's participation on local and national radio has spanned more than a decade, and he currently hosts the ETF Expert Podcast.

Gary has lived in the Aliso Viejo/Laguna Niguel community for 12 years. He takes special pride in his little energizer... his 15-year old daughter, Wei Elizabeth Gordon.

Smart, Successful Investing (The Philosophy)

Essentially, there are only 4 outcomes that you can experience as an investor: (1) a big gain, (2) a small gain, (3) a small loss and (4) a big loss. Successful investors understand that 3 of these outcomes are good, including a small loss! In fact, the only way that an investor can fail is if he/she experiences big investment losses in his/her accounts.

This is where Pacific Park comes in! We minimize the possibility of big losses in your investment portfolio by selling "lemon" investments. We lower the risks of participating in stock and bond markets by realizing gains or taking a small loss when necessary. In this manner, we seek to protect your nest egg first and grow your wealth sensibly over time.

At Pacific Park, we view ourselves as your personal risk managers. We know that your money will grow when the markets move higher, and we will invest your money in strong investment performers. Yet we are most concerned about guarding your money when the markets are moving lower. In effect, our most basic charter is to keep your accounts out of harm's way.

There's one additional component to Pacific Park's investment philosophy. We are steadfast believers in the principle that the lower your investments costs, the higher your investment returns. If we invest in mutual funds, we look to use funds with low expense ratios. What's more, our favorite investment type – the exchange-traded fund (ETF) – tends to carry the lowest cost of any diversified investment choice. We use exchange-traded funds (ETFs) because ETFs will help you expand your wealth meaningfully.

Why We Are Different (The Difference)

Ethical, Relationship-Oriented Practice. As a Registered Investment Adviser with the Securities and Exchange Commission (SEC), we have a fiduciary legal obligation to treat your money with the highest level of guardianship. We regard your money with the utmost consideration – both for your needs and for its safekeeping. Moreover, the fact that we are independent means…we answer to you and you alone.

Personalized Attention, Superior Service. As a small Registered Investment Adviser, you have quick, easy access to Gary Gordon and the team at Pacific Park Financial, Inc. We're here when you need us. We respond promptly to every inquiry and we meet quarterly to review performance goals. In many instances, we'll make certain to maintain personal contact by contacting you first.

Let's talk about how to put you on a low-risk path to a rewarding financial future. You can e-mail us at **info@mypacificpark.com** or visit our web site at: **http://www.mypacificpark.com**