

Analytical Investing Puts the Focus Where It Belongs

O'Connor Portfolio Management, LLC

Like many investment advisors, Catherine L. O'Connor, APMA[®], CFP[®] began her advisory career at a large financial institution with a Series 7 stockbroker's license and an insurance license. Her employer had no stock-quote machines or televisions to watch the market in real time—just a focus on marketing products for a commission. More a keen-eyed analyst than a marketer, O'Connor knew there was a better way to invest clients' hard-earned savings and retirement funds.

"All clients are not alike, so we manage each portfolio separately. This is what sets us apart from the mutual fund and managed money industries."

— Catherine L. O'Connor, APMA[®], CFP[®]

Today, over two decades later, O'Connor is in a much different place. As managing member, chief compliance officer and investment advisor of O'Connor Portfolio Management, LLC, she says her style has evolved with her investment experiences over time.

"Our emphasis is on charting, cyclical analysis, fundamental research and, most important, education," O'Connor says. "We use individual equities and bonds. We don't market products; there is no commission. We are fee-only portfolio managers and financial planners."



Catherine L. O'Connor, APMA[®], CFP[®]

One of only 41 Accredited Portfolio Management Advisors in the State of Florida (cffpdesignations.com)

One of only 60 Certified Financial Planners[®] in the State of Florida specializing in fee-only investment planning (letsmakeaplan.org)

Sector and Industry Hold the Key

Most financial planning software uses stock style—i.e., large cap, mid cap, small cap, international—in its analysis. What these programs often lack is sector and industry analysis. Frustrated by this industry void, O'Connor designed her own software.

"Every client portfolio, which we custom build and manage with a focus on technicals and risk management, begins with sector and industry," she says. "We diversify by sector, industry, then size, in that order, using our own proprietary portfolio management software that accounts for sector and industry prior to market capitalization."

A Technical Look at Volatile Markets

To O'Connor, answering the question, "How should I invest?" begins with technical analysis and charting. "Are we in a trending up, ranging or trending down market?" she asks. "Where are support and resistance? Knowing this is important for several reasons."

In a trending up market, "charting can provide an entry point to 'buy the dips,'" O'Connor says. "If you use this strategy, you might be happy about a market correction, because you had the opportunity to invest."

In a ranging market, investment advisors "can use technical analysis to place a covered call/sell order at the resistance level of the underlying stock."

In a trending down market, "charting helps us decide when to exit stocks and enter more defensive positions," O'Connor says. "It is an important risk management tool here at O'Connor Portfolio Management. We use it every day."



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