



## Due Diligence Kit 2025

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It wasn't just portfolio values that eroded in the last market downturn. The trust investors had placed in the market and with the firms that operate there eroded as well.

Today, investors demand greater accountability from portfolio managers and investment advisors. They expect fuller transparency for their accounts and portfolios.

At Portfolio Medics, we're committed to both.

## What We Do

We work with multiple outside investment strategy developers so we can deliver sophisticated investment strategies within reach of everyday investors — strategies that are typically beyond the scope of traditional buy-and-hold portfolios. By turning to these developers, we are able to eliminate conflicts of interest and keep client goals the focus of our investment strategies.

We perform the necessary due diligence on these developers to understand their methodologies and scrutinize the viability of their investment strategies given the existing market climate. Only those developers who we believe are well-positioned to provide strong returns are included in our clients' portfolios.

## How We Do It

Our representatives have the ability to offer their customers various styles of investment management styles. From the low cost, fundamental, buy and hold portfolio to the extremely reactive risk-managed technical style.

The technical styles we implement make use of long, inverse and leveraged mutual funds as well as cash as defense during periods of market uncertainty. These low correlated and non-traditional technical strategies seek opportunities for positive returns regardless of market direction.

## Core Team



**John Conrath**  
Managing Partner



**John Billy**  
Managing Partner



**Christopher Pollina**  
Business Development



**Jason Collins**  
Business Development



**Gareth Thomas**  
Acquisition

# Testimonials



**Geryl Winterowd**

Portfolio Medics Representative

"One of the biggest challenges I had was navigating the up-and-down nature of investments and the impact it had on my clients' retirements. Thankfully, Portfolio Medics' active management has helped us protect clients in volatile markets. Not only are our clients happier because we can persevere and even grow their wealth in difficult times, but referrals are up 50%. The founders of the firm are responsive and able to meet clients' various needs with ease"



**Mark Fenton**

Portfolio Medics Representative

"There are three key questions I look to answer before join a financial firm I represent. First, does it provide unique solutions that are the best available for my clients? Second, does it adequately support me so that I can provide those services? Third, is it ethically sound on each and every level? Portfolio Medics answers with a resounding 'yes' for all the years I have been with them, which is nearly a decade now."



**Robbie Cagle**

Portfolio Medics Representative

"I was with Edward Jones for many years and didn't feel I was any different from the majority of the advisors out there. That was until I joined Portfolio Medics. Not only was it a new approach to investing, but it has transformed the experience for my clients. They no longer call me out of panic, but now out of confidence. On a personal note, the flexibility allows me to take my son to school and work whenever I want, which has changed my life."



**Henry Angelucci**

Portfolio Medics Representative

"Before I joined, I felt very limited in the investment strategies I was able to offer my clients. Like everyone else, we offered the buy-and-hold philosophy. I wanted to have the options and opportunities to offer my clients something different. The impact Portfolio Medics has been amazing. After all, the markets have endured this year with major declines, our portfolios have weathered the storm. I am very happy with my appointment."



**Paul Tarins**

Portfolio Medics Representative

"I was working with a large RIA that had limited relationships with outside money managers. There was limited flexibility when it came to styles of investment management, which was essential to meet the needs of my clients. Thanks to Portfolio Medics, I've been able to branch out my practice to include literally 100s of choices. This has enabled me to be a truly independent advisor. It has been a very positive impact."



**John Parker**

Portfolio Medics Representative

"I have worked as an Investment Advisor Representative with Portfolio Medics for over a year now. With the option of going the traditional firm route or to a smaller boutique firm, ultimately Portfolio Medics' resources for their representatives and the flexibility of the strategies made the decision simple. As a representative, you can achieve as much as you want with Portfolio Medics' support system and structure."



**Bobby Aborn**

Portfolio Medics Representative

"I worked for a wirehouse that was only concerned with us opening the next account and less about serving the clients we had. Portfolio Medics however is different. Everything is centered around the client and has a strong emphasis on helping them succeed in all market conditions. This has allowed me to position myself as an advisor that can offer an investment approach that is unique from most advisors in the industry. I feel part of something really special"



**Casey Croysdale**

Portfolio Medics Representative

"The impact of becoming an IAR with Portfolio Medics has been tremendous. They're constantly evaluating their investment management process, keeping IARs and clients in the loop, and looking out for what's in the best interest, at all times. They continue to do what's best for people in an industry where that doesn't always happen (but should). Again, thank you so much, I truly appreciate it and so does anyone else benefiting from connecting with PM as well."



# Frequently Asked Questions

In an effort to assist you in completing due diligence on our firm, we have compiled a Q&A of the most frequently asked questions about the services we provide.



## OVERVIEW OF PORTFOLIO MEDICS

Portfolio Medics is an SEC-registered investment adviser located in Bonita Springs, FL. We consider ourselves a "boutique firm". We provide discretionary asset management services to our clients. Portfolio Medics was formed in 2008. John Billy Jr and John Conrath are the founding partners and maintain 50/50 ownership of the firm. As of December 2024, we manage approximately \$552 million in assets. Our sole revenue comes from our clients – we do not accept kickbacks or soft dollar arrangements (including 12- b-1 fees).

Currently, Portfolio Medics offers both passive and active-model portfolios for a fee of as little as 1% up to 2.60% per year. We have the ability to customize portfolios with various blends of our strategies.

We also have selling agreements with and access to hundreds of third-party managers



## ACTIVELY-MANAGED PORTFOLIOS

Portfolio Medics actively managed portfolios are comprised of multi-disciplined, low to noncorrelated strategies focused on risk mitigation. We consider this style absolute return.

Our underlying active strategies can be classified as long/inverse, sector rotation, trend and momentum-based systems. Portfolio Medics develops risk based portfolios consisting of multiple strategies inside of a single customer account. We handle all trade execution. Each of these risk based, actively managed portfolios may be traded in excess of 300 times a year. Because we use all no-load or load-waived funds, there is no additional cost over and above the custodian's asset-based charges for us to trade inside of a client's account. Fees for this style of management range between 1.5% and 2.6% with a \$10,000 suggested minimum.



## PASSIVELY-MANAGED PORTFOLIOS

Our passive (strategic) portfolios can be comprised of funds from just about any fund family. We are approved by Dimensional Funds. We have access to many low cost fund families such as Blackrock, Vanguard and Fidelity, just to name a few. Our passive portfolios are priced at 1% per year.



## THIRD-PARTY MANAGERS

While our internally developed investment programs satisfy the majority of representatives that work with us, our representatives can also be granted access to hundreds of third-party managers through Envestnet and Assetmark.

Portfolio Medics also has selling agreements with other firms such as Morningstar, Flexible Plan, City

National Rochdale and many others should one of our representatives choose to utilize third-party managers.

Minimums for these programs vary depending on the manager and generally start at \$25,000.



### 401(K) INVESTMENT CONSULTING

We also have the ability to model and build overlay strategies for clients that own individual 401(k) and variable annuity accounts. In this instance, the investment allocation will vary depending on the underlying mutual fund investments available. This service can provide an enormous opportunity for representatives seeking to gather fee-generating assets not normally available to them. This program does not require taking over the entire 401(k) plan – clients can receive investment management services through us on an individual basis and have our fees billed directly from their 401(k) account.



### FINANCIAL PLANNING

Our representatives also have the ability to provide various financial plans to clients on an hourly or project basis. We pass 100% of all planning fees through to our representatives.



### 401(K) PLANS

We built a custom, low-cost 401(k) platform that includes features not found in most 401(k) plans available today. These features include 3(38) fiduciary delegation, ETF portfolios and investment advice opportunities for each employee.



### WHAT MAKES PORTFOLIO MEDICS DIFFERENT FROM OTHER REGISTERED INVESTMENT ADVISERS?

For the majority of our clients, we implement investment strategies developed by outside developers. We constantly monitor and will readily replace developers that do not meet our internal benchmark criteria.

This gives us an enormous advantage against firms that only implement their own strategies – we believe they will never fire themselves if their systems erode. In our view, benchmarking and policing third-party developers is extremely important, especially when dealing with active strategies.

Since we trade these underlying strategies at the omnibus level, we meet the strategy minimums so each individual client does not have to. This allows a client with a small balance to have multiple strategies inside of their account.



### HOW DO YOU DETERMINE THE INDIVIDUAL RISK PROFILE OF A CLIENT?

Before Portfolio Medics starts managing an account, the client takes a risk profile on our website. The client's score, along with the client's suitability profile, slots them into one of our models.



## WHO IS ON YOUR CURRENT LIST OF CUSTODIANS?

Liberty through AXOS Advisor Services (Formerly ETRADE Advisor Services) Schwab/TD Ameritrade Nationwide Monument Advisor (VA).



## HOW MUCH DO YOU PAY YOUR REPRESENTATIVES?

Our reps earn 1.30% per year in compensation on our actively managed models.

Reps that utilize our custom-built passively managed portfolios will receive 80% of our 1.0% fee.

On TPIAs such as Envestnet, Assetmark, Morningstar, CMG and City National Rochdale and others, our reps could receive as much as 90% of the fee revenue.



## IF A PORTFOLIO MEDICS REPRESENTATIVE DIES, WHAT HAPPENS TO THEIR BLOCK OF BUSINESS?

If one of our representatives should die, we will commit to buy out their block of business over a period of time and compensate their beneficiary. We also have a retirement option available. This arrangement is called BeneLink. Contact us for more information.



## WHAT ABOUT OUTSIDE BUSINESS ACTIVITIES SUCH AS INDEX ANNUITIES AND OTHER INSURANCE PRODUCTS?

As a representative, you are required to disclose all OBAs. Portfolio Medics does not haircut your outside business activities nor do we tell you where to place your fixed insurance business.



## IS THERE ANYTHING ELSE THAT YOU OFFER?

Case design is our specialty. We work hand in hand with our representatives in developing individual client presentations and do everything that we can to assist them when talking with potential clients. We routinely host webinars with our reps and their prospects. We utilize tools such as Hidden Levers, Morningstar and a specialized software that has the ability to illustrate a client's current portfolio against our own offerings.

We consider our firm a turn-key investment management firm. We provide the management, analysis and ongoing support – our representatives only need to develop and maintain the relationship with clients.



## WHO IS PORTFOLIO MEDICS NOT FOR?

Portfolio Medics is NOT for representatives that wish to do their own trading in client accounts. If a representative is interested in working with Portfolio Medics and also doing their own trading in client accounts, we suggest they start their own registered investment advisory firm.



## Portfolio Medics Contact Information



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