



GENCREST
CAPITAL PARTNERS

PRESERVING, MANAGING, GROWING.

*Highly customized private wealth strategies
for long-term performance.*

GenCrest Capital Partners offers a unique level of wealth management services to help high-net-worth families protect and grow their assets. Our team of experienced, skillful advisors understands the complex challenges of each individual client, creating customized active wealth strategies to help mitigate risk and inspire confidence.

**Providing specialized expertise and insight
for comprehensive wealth management services.**

At GenCrest, our approach to wealth management is designed for families that need alternatives to traditional investment management. Our team believes in a proven philosophy of prudent risk management, strong analytical rigor, structured methodology, and complete focus on each client's goal.

While we diversify as a fundamental principle, we take a tactical approach to management of each portfolio to help position clients well for opportunities and insulate from risk. Yet, we select high-quality investment opportunities, avoiding fads in favor of sound fundamentals and solid performance metrics.



TODD WALKER
Senior Portfolio Manager
APMA®
336-398-1185
Todd@GenCrestCap.com



COLE HICKMAN
Portfolio Manager
AAMS®, AWMA®, FPQP™
336-235-6604
Cole@GenCrestCap.com

**Scan the code to request an appointment
with our wealth strategies team.**



Frequently Asked Questions

How does GenCrest's private wealth strategies team differ from traditional investment advisors?

Our private wealth strategies team has an elevated understanding of the unique challenges facing our clients. High-net-worth families require more robust knowledge of a wider range of investment and planning alternatives that traditional wealth managers cannot provide.

What is GenCrest's primary investment philosophy?

At GenCrest, we believe in prudent risk management, strong analytical rigor, a structured methodology, and total focus on clients' needs and goals. Rather than pursue aggressive growth, our team seeks to preserve your family's wealth for generations.

Does GenCrest use the same investment strategy for all of its clients?

There are no boilerplate strategies at GenCrest. Our private wealth strategies are based and built on a profound understanding of your unique situation, risk tolerance and goals.



Have more questions? Talk with us.

336-235-6600 | YourTeam@GenCrestCap.com | GenCrestCapital.com

