

## PRESS RELEASE April 24, 2009

### ISA TREND INVESTING PROVING PROFITABLE CHOICE FOR INVESTORS

A new wave of investing coined 'ISA Trend Investing' is proving its worth as investors across the country are finding their portfolios have surged by as much as 40% during the past six months, whilst the FTSE 100 gained just 5.9% and the Nasdaq Composite a mere 2.7% over the same period.

Devised by professional stock market investor and millionaire author Stephen Sutherland, whose own personal ISA portfolio has gained 40.1% in just under six months, ISA Trend Investing works on the premise of using Stocks & Shares ISAs as opposed to Cash based ISAs.

Sutherland now has an army of investors following his lead who have revealed that ISA Trend Investing has literally thrashed their other investment strategies by showing extraordinary growth despite a depressed economy.

"20 weeks ago I invested following Stephen's lead and so far that investment is up 48%. I also placed a second purchase 17 weeks ago and this one has gained 11.77%. That means over a 20 week period, I've seen a tax-free gain of 30.074% on my original capital.

That's quite astounding considering that the stock market over that same period has hardly budged," says John Clark, who is one of many investors to make substantial gains in their portfolio by switching to ISA Trend Investing.

"With ISA Trend Investing, when the trend is confirmed up, you look to buy the highest quality Investment Funds. You search for funds that can be purchased within a Stocks and Shares ISA. You do not buy individual stocks as they carry too much risk. You do not buy index tracker funds because it is possible to "beat" the indexes if you know what you are doing. Instead of simply buying and holding, you are active.

By understanding the overall trend or direction of the market, you invest into the market when the confirmation of the trend is up, and switch out of the market when the confirmation of the trend is down," explains Sutherland, whose book *Liquid Millionaire* (£21.97, AuthorHouse) was released last month.

Sutherland also reveals that further gains can be made with SIPP Trend Investing, which can be run in parallel with ISA Trend Investing.

"Whichever investment fund you buy with your ISA, you buy the same fund with your SIPP. That means if you get a 20% annual return on your ISA, you get a 20% annual return on your SIPP," confides Sutherland. "Some would say our portfolio performance over recent months has been astounding. The key to this performance is correctly reading the market's trend and pinpointing the best investment funds; the ones that are in sync with the market's trend," he adds.

Stephen Sutherland is the UK's leading authority on ISA Trend Investing. Through his company, ISACO, clients get to shadow invest him, therefore, making the same returns as him. Stephen's clients include the original pioneer of health clubs in the UK, a leading authority in cosmetic, implant and restorative dentistry, a professional rugby player, a hedge fund manager and two serial property investors, who at the last count owned 150 properties between them.

For more information or to schedule an interview with Stephen to discuss either his book, his stock market boom prediction or his ground-breaking method of investment, please call 0870 757 8554 or contact Amy Larman on 01603 283 463, email: [press@isaco.co.uk](mailto:press@isaco.co.uk)

*Liquid Millionaire* (Hardcover RRP £21.97) is now available from [Amazon.co.uk](http://Amazon.co.uk) and [ISACO.co.uk](http://ISACO.co.uk)

Review copies are available to the media on request.

© ISACO Ltd, ISACO House, 82 King Street, Manchester, M2 4WQ.  
Tel: 0800 170 7750 | [Contact](#) | [About Us](#) | Fax: 0870 757 8860

The information provided is based on ISACO Ltd's research and it does not constitute financial advice. Any information should be considered in relation to specific circumstances. ISACO Ltd does not make personal recommendations of particular stocks or investment funds or any other security or any other investment of any kind. If particular stocks or investment funds are mentioned, they are mentioned only for illustrative and educational purposes.

**YOU SHOULD SEEK ADVICE FROM A REGISTERED FINANCIAL PROFESSIONAL PRIOR TO IMPLEMENTING ANY INVESTMENT PROGRAM OR FINANCIAL PLAN.** ISACO Ltd and its employees are not agents, brokers, stockbrokers, broker dealers or registered financial advisors.

ISACO Ltd does not guarantee any results or investment returns based on the information in this program. Past performance is no indication or guarantee of future results and the value of any investment you make can go down as well as up.

ISACO Ltd does not accept any responsibility for loss occasioned to any person acting or refraining from acting as a result of material contained in this promotion. This promotion presents information and opinions believed to be reliable, but the accuracy cannot be guaranteed. ISACO Ltd is not responsible for any errors or omissions. All rights reserved.

No part of this promotion may be reproduced, rerecorded stored in a retrieval system or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of ISACO Ltd.

ISACO Ltd is authorised and regulated by the Financial Services Authority. Our FSA firm reference number is 525147.