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How investment advisors can stand out from the crowd

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Another investment advisor offering a niche is Mark Langerman, CEO of the Scottsdale, Ariz.-based Empowerment Financial Group and managing director of the "Patriot Fund." Langerman said he created the fund to address the previously unmet need for a "terror-free" investment option. It is the only mandated terror-free mutual fund, meaning it avoids investing in publicly traded companies that do business with nations defined as "State Sponsors Of Terror" such as Iran, Sudan, Syria, Cuba or North Korea, at the same time as aiming to minimize global security risk.

Langerman said he came upon the idea about seven years ago when he was stunned to learn that many American corporations were still doing business with companies in nations identified by the U.S. government as sponsors of terror. He said about 55 U.S. companies and about 600 globally still maintain such relationships despite sanctions.

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He admits his niche is still a relatively new investment concept, but it's gaining momentum among conscientious investors, particularly over the last couple of years.

And, in keeping with its ideology, a portion of the profits goes to armed services or veterans charities such as "[America's Mighty Warriors](#)."



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