



Maycrest Capital Launches Sustainable Version of Its Award-winning Strategy

Maria Davis, co-founder and chief operating officer of Maycrest Capital, reports the launch of an environmental, social, and governance (ESG) equity strategy.

WEST PALM BEACH, Fla. - Feb. 10, 2020 - [PRLog](#) -- "Ever since we adopted our ESG policy in July of last year, we have been working on developing an ESG strategy," says Davis. "I am excited that we are able to use our software model and offer a sustainable version of our award-winning Maycrest Tactical Equity Strategy."

"With our ESG strategy our goal is to deliver a unique approach to ESG investing. Our strategy invests primarily in ESG ETFs sponsored by large investment power houses, like BlackRock or Vanguard. That way, we leverage their resources in determining which companies deserve to be included in an ESG-considerate portfolio," says Davis. "What makes us special is that we use an overlay approach and rely on our proprietary software model when making asset allocation decisions. Our goal is to let the portfolio grow with the market over most of the business cycle and to protect capital when the economy heads towards a recession."

"Incorporating ESG considerations in investment strategies will become more and more a necessity" believes Davis. "Times are changing quickly. The overwhelming worldwide support for Greta Thunberg last year shows that climate change has moved to center stage."

"Investors will demand that the portfolio construction process takes into consideration environmental, social, and governance factors. And why not? Research has shown that investors don't have to give up returns when investing in companies with high ESG ratings or ESG ETFs. ESG investing may even lead to an increase in risk-adjusted returns."

"But the change is not solely driven by investor demand," observes Davis. "CEOs of major Wall Street firms are also taking action in a major way. Take Larry Fink, BlackRock's CEO, for example. He makes it clear that BlackRock's goal is to become the global leader in sustainable investing."

Davis is convinced that BlackRock and other investment firms with a commitment to sustainable investing will be able to swiftly force change, simply through exercising voting power on behalf of their clients and being able to hold board members accountable for their progress on the ESG front.

"We are excited that we can be part of this tidal change and contribute to the progress that is being made in the ESG space."

About Maycrest Capital

Maycrest Capital is a research and asset management firm registered with the Florida Office of Financial Regulation. The firm's focus is to manage assets using the Maycrest Tactical Equity Strategy and the Maycrest Tactical ESG Strategy, which are available through separately managed accounts on the Interactive Brokers' platform. Visit the firm's website www.maycrestcapital.com for more information on

the firm, its strategies and performance and to subscribe to the firm's monthly newsletter [Macrogram](#).

The firm may only conduct business in states where it is properly registered to do so. Past performance of Maycrest Capital's strategies is not indicative of future results. An investment in the firm's strategies is not appropriate or suitable for all investors and involves the risk of loss. Investors should expect unprofitable periods.

Contact

Maria Davis

***@maycrestcapital.com

--- End ---

Source	Maycrest Capital Inc.
City/Town	West Palm Beach
State/Province	Florida
Country	United States
Industry	Investment
Tags	Esg , Impact Investing , Climate Change
Link	https://prlog.org/12809615



Scan this QR Code with your SmartPhone to-

- * Read this news online
- * Contact author
- * Bookmark or share online