



PURPOSE-LED PORTFOLIOS: AN INTRO TO ESG INVESTING

with Jay Lipman, Cofounder and President of Ethic Inc.

As consumers, the way we make everyday purchasing decisions has drastically changed over the last decade. So, why don't we treat our investments the same way? Purpose-driven portfolios facilitate expression of your social and sustainable values within your ongoing investment strategy and financial goals. Join JSF's own Mordechai Fishman for an informal, in-depth chat with Ethic Inc.'s Cofounder and President Jay Lipman as they discuss the basics of Impact Investing, how to reframe the lens you with which you view your investments, insights into key social issues driving ESG investing strategies and more.

WHEN: **Wednesday, March 24 at 12pm PST**

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EVENT Q&A: To submit a question for Jay Lipman or Mordechai Fishman in advance or during the webinar, please email it to marissa@jsffinancial.com.

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QUESTIONS? Contact Marissa Brasko at 323.866.0833 or marissa@jsffinancial.com

ABOUT JAY LIPMAN

Jay Lipman is Cofounder and President of Ethic Inc., a tech-driven sustainable asset manager. Jay and Ethic Inc. work closely with advisors and their clients to help them define a sustainable investing strategy, personalized to reflect client's unique impact priorities and financial goals. Jay has been ranked among the InvestmentNews 40under40, Forbes 30 Under 30: Social Entrepreneurs, and Ethic Inc. was described by Inc. Magazine as one of the six leading companies making the world a better place. Ethic Inc. is venture backed, with funding from a breadth of investors including Fidelity Investments, NYCA Partners and Justin Rockefeller.

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