



A Strategic Financial Planning & Advisory Firm for Creating & Managing Wealth

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## Being a Successful Investor

# What Every Investor Should Remember

Success with investing is work, knowledge, patience and diligence.

This is not actual investing advice. Advice is only given per written agreement in a compliant regulatory manner.

### These are key concepts for success:

- Investing is not a one-size-fits-all process.
- Approach investing as a business.
- What kind of an investor are you? Investing is a long term proposition. Short term investment plays are speculation. Are you an Investor or a Speculator... or maybe both?
- Do you have the temperament to manage your own investments?
- Know your goals and time frames for investing.
- Successful investing is all about managing risk, not avoiding it.
- Risk tolerance is how much exposure to loss you are comfortable with. In other words, how much can you afford to lose in the pursuit of gain and how long can you wait to get paid?
- Diversifying assets—asset allocation is more important than any stock pick.
- What is your plan?
- What is your entry plan on an investment?
- The price you pay is the most important aspect of investing to be successful.
- Don't invest in trends too late.
- What is your exit plan?
- You make money when you buy at a low price and sell at a high price.
- Most investors make their biggest mistakes near market tops and near market bottoms.
- Dalbac Inc. research findings: The S&P 500 Index returned an average of 9.85% in the 20 year period ending 12/31/15. The average equity investor earned a market return of 5.19%.
- Don't get swept away by exciting stories, "cocktail party" chatter and even media chatter.
- Don't invest in businesses you don't understand.
- Don't be bullied by good salespeople.
- Hold cash when stocks are expensive so you can buy great businesses trading at a great price.
- The big difference between wealthy people and poor people? Wealthy people own chaos hedges and insurance.
- A good professional relationship is one where you are in charge of what you want and your interests and concerns are understood.
- Advice given should be easy to understand.

## Get Started on Your Plan!

Meet with Mary for a complimentary session to talk about accomplishing what matters most to you. Make this your year to make what really matters to you happen!