COMMON BEHAVIORAL MISTAKES MADE BY INVESTORS

*Investing is an emotional endeavor*

Behavioral finance tells us we are human beings, and our brains produce emotions before rational thinking.

Most individuals are not aware of common mistakes, or the root cause of those mistakes.

- Overconfidence
- Prospect Theory
- Social Contagion
- Recency Bias
- Animal Spirits
SOLUTIONS FOR LONG TERM INVESTORS TO COMMON INVESTMENT MISTAKES
Overcoming the inevitable investment distractions and temptations

Economist Richard Thaler and others have come up with several ways to conquer the investment paralysis.

Automating Investment
Future Self Exercise
Imagining Exercise
Neuroscience & Training
Long Term Experience
SOLUTIONS TO BEHAVIORAL INVESTMENT MISTAKES

Using these methods, investors can improve returns by avoiding the emotional rollercoaster.

Automated investing systems minimize emotions throughout the process. By keeping emotions in check, investors typically have an easier time sticking to the plan.

Many Olympic athletes have used the technique of mental imagery or visualization to operate at their peak. This technique can be applied to visualize successful savings outcomes.

Techniques to better understand who you may become in the future, create better investors.

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Future Self Exercise

Imagery Exercise

Neuroscience & Training

Long Term Experience

Focusing on the long term and documenting progress helps investors gain the right perspective rather than being influenced by recent developments or returns.

TEN PEAKS PARTNERS, PROVIDING HIGH-QUALITY INVESTMENTS FOR INVESTORS
DISCLOSURE

Want to know more? Contact 888-762-7145 or visit tenpeakspartners.com

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THE EMOTIONS OF INVESTORS

The cycle of investors’ emotions as the markets moves up and down

Confident  Worried  Defeated  Cautious  Hopeful  Thrilled  Surprised  Another Cycle

Wilshire 5000 Total Market Index - Index Value Open: 10,903.06 High: 15,137.11 Low: 10,552.29 Close: 15,049.57 Avg: 12,825.40

Source: Capital IQ
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