

The basic premise behind successful investing is to buy an asset at a low price and sell it at a higher price. Simple and straightforward. But doing that often requires discernment, patience, and discipline – which can require near superhuman strength to do. It is not easy!

This is because of the way we think and feel. For instance, we love a good sale at the supermarket, but we get fearful and anxious when the stock market goes on sale. Both are sales, but our response is completely different.

Illusory & Emotional Effects

Mentally, we are influenced by various illusions. With the illusion of certainty, we are swayed to believe economic and market forecasts, even when history shows they are often incorrect and misleading.

We are also influenced by the illusion of control. Investors often tinker and adjust their portfolios in an attempt to control their investment destiny. But history shows that the more often investors trade, the worse they tend to do.^[1]

And it doesn't help that emotions are triggered to respond to stimulus before conscious thought. In fact, our emotions are so strong they can even overrule our rational thoughts. It is easier to do something that *feels* right than something that we know is right.

Investing Wisely

Some of the best investment advice I have heard came from the late Charlie Munger. It runs counter to our illusions and how we feel about investing, but that doesn't mean it isn't correct. He said, "The big money is not in the buying and the selling, but in the waiting."^[2]

I have found that investing can become an easier (and more successful) endeavor by following these three steps:

1. Recognize that we are hardwired as humans to make poor decisions
2. Exercise patience, and keep exercising it
3. Counsel with us about your concerns, thoughts and feelings. That is what we are here for!

SIMPLE \neq EASY

BEHAVIOR | GAP

^[1] Quantitative Analysis of Investor Behavior, DALBAR, Inc. 2024.

^[2] Source: Yahoo! Finance. <https://finance.yahoo.com/news/charlie-munger-says-big-money-173549307.html>

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Forbes America's Best-in-State Wealth Advisors 2018, 2019, 2020, 2021, 2022, 2023
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The appropriateness of a particular investment strategy will depend on an investor's individual circumstances and objectives.

2018, 2019, 2020, 2021, 2022, 2023, 2024 Forbes Best-In-State Wealth Advisors
Source: Forbes.com (Awarded 2018, 2019, 2020, 2021, 2022, 2023). Data compiled by SHOOK Research LLC based 12-month time period concluding in June of year prior to the issuance of the award. [Awards Disclosures](#)

2017, 2018, 2019, 2020, 2021, 2022, 2023 Forbes America's Top Next-Gen Wealth Advisors & Top Next-Gen Wealth Advisors Best-in-State (formerly referred to as Forbes America's Top Next-Gen Wealth Advisors, Forbes Top 1,000 Next-Gen Wealth Advisors, Forbes Top 500 Next Generation Wealth Advisors) [Awards Disclosures](#)

Source: Forbes.com (Awarded 2017, 2018, 2019, 2020, 2021, 2022, 2023). Data compiled by SHOOK Research LLC based on 12-month period concluding in Mar of the year the award was issued. [Awards Disclosures](#)

2015-2023 Five Star Wealth Manager Award [Awards Disclosures](#)

Source: fivestarpromotional.com (Awarded 2015-2023) These awards were determined through an evaluation process conducted by Five Star Professional, based on objective criteria, during the following periods:

2015 Award - 11/30/14 - 5/18/15
2016 Award - 11/30/15 - 5/18/16
2017 Award - 9/26/16 - 4/28/17
2018 Award - 10/24/17 - 5/21/18
2019 Award - 10/22/18 - 5/3/19
2020 Award - 10/27/19 - 4/24/20
2021 Award - 11/30/20 - 6/25/21
2022 Award - 12/31/21 - 6/10/22
2023 Award - 11/14/22 - 5/31/23

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