

Every day, there's a new headline.

Headlines such as:

- *Markets drop on inflation fears*
- *Stocks rise on rate cut hopes*
- *Geopolitical tensions increase uncertainty.*

It's constant. And it's designed to get your attention.

The problem is what makes the front page compelling often makes it a poor guide for investment decisions.

What the Front Page Gets Wrong

The front page is about what just happened or what might happen next.

Your investment plan is built around what tends to happen *over time*.

Headlines highlight surprise and urgency. They can make normal market behavior feel unusual.

A pullback may feel like a signal and volatility feels like a warning and need for action.

Pullbacks and volatility are not exceptions. They are part of how markets work.

Why It Feels So Convincing

Headlines are immediate and specific. They feel important.

And when you see the same message repeated, it starts to feel like something you need to act on.

But reacting to headlines often leads to short-term decisions that don't align with long-term goals.

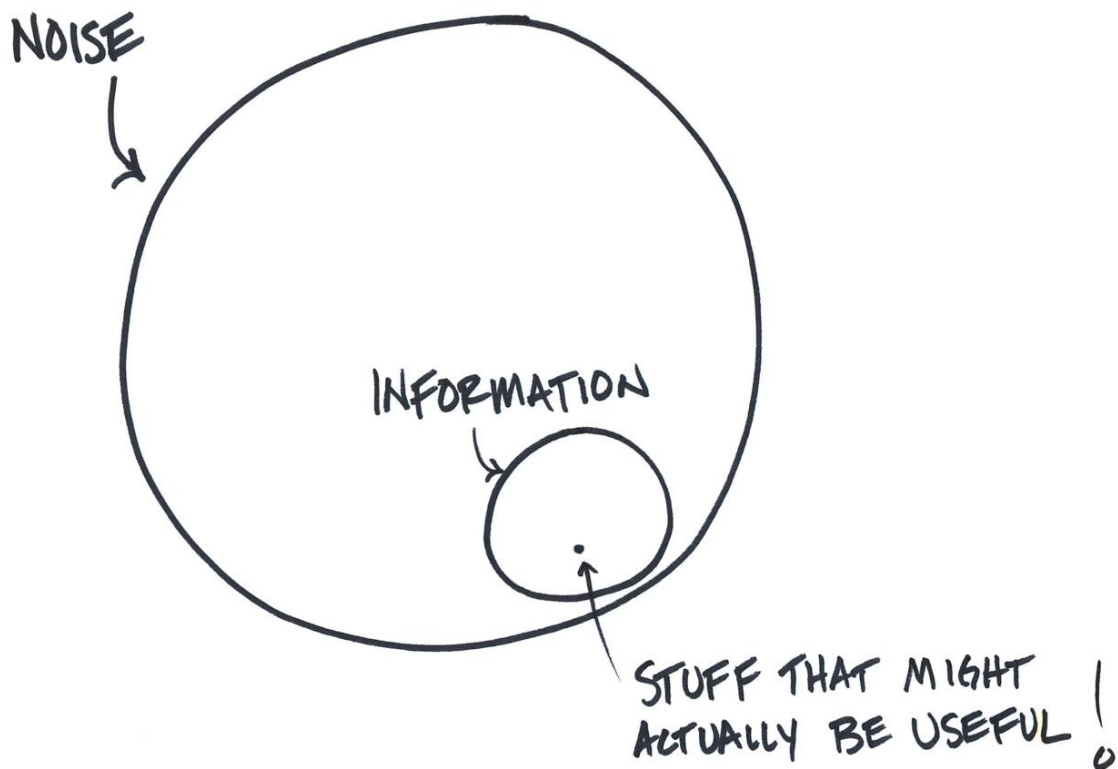
A Better Way to Think About It

This doesn't mean ignoring the news. It means not letting it drive decisions.

A better question is: "Does this change my long-term plan?"

Most of the time, it doesn't. And that's discipline.

The front page will change tomorrow. Your strategy shouldn't.



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Forbes America's Best-in-State Wealth Advisors 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

Forbes America's Next Generation Wealth Advisors 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

Five Star Wealth Manager 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

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2018, 2019, 2020, 2021, 2022, 2023 Forbes Best-In-State Wealth Advisors

Source: Forbes.com (Awarded 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025). 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, 2024, 2025 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)

Source: Forbes.com (Awarded 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025). 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

Source: fivestarpromotional.com (Awarded 2015-2025) 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 - 05/18/15

2016 Award - 11/30/15 - 05/18/16

2017 Award - 09/26/16 - 04/28/17

2018 Award - 10/24/17 - 05/21/18

2019 Award - 10/22/18 - 05/03/19

2020 Award - 10/27/19 - 04/24/20

2021 Award - 11/30/20 - 06/25/21

2022 Award - 12/31/21 - 06/10/22

2023 Award - 11/14/22 - 05/31/23

2024 Award - 10/10/23 - 04/30/24

2025 Award - 10/09/24 - 05/01/25

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