



CORNERSTONE
WEALTH MANAGEMENT

Stop, Look, and Listen

By Floyd Green

Issue #23, February 2014

At Cornerstone, we want to help our clients make better financial decisions to help them live the highest quality of life possible.

One way we try to do this is by helping them make good financial and investment decisions. This requires recognizing that all of us make decisions based on how our brains are wired. For example, we are wired to avoid danger and to take advantage of opportunities. When something happens outside of us, we can become stimulated emotionally. When we become scared, our danger avoidance system is activated. When we become excited, our opportunity system can be activated.

We can help you avoid investment mistakes by helping you eliminate decisions based on emotion.

To avoid getting “hit by the train” of an investment mistake, remember to STOP, LOOK, and LISTEN.

When you experience investment emotions (fear, anxiety, stress, exuberance), protect yourself with this process:

1. STOP
 - Do nothing.
 - Ignore media hype.
 - Ignore the “crisis du jour.” There will always be one.
2. LOOK
 - What are your long term goals?
 - What impact does an event have on your long term goals (next 30-35 years)?
 - What do you control?
 - What do you *not* control?
 - Remember that “no risk” does not exist this side of heaven.
3. LISTEN
 - Listen to the answers you get.
 - Ignore what you don’t control.
 - Focus on what you do control.
 - Stay focused on your long term goals.

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Cornerstone Wealth Management | 2301 Stonehenge Drive | Suite 210 | Raleigh, NC 27615 | (919) 847-4550