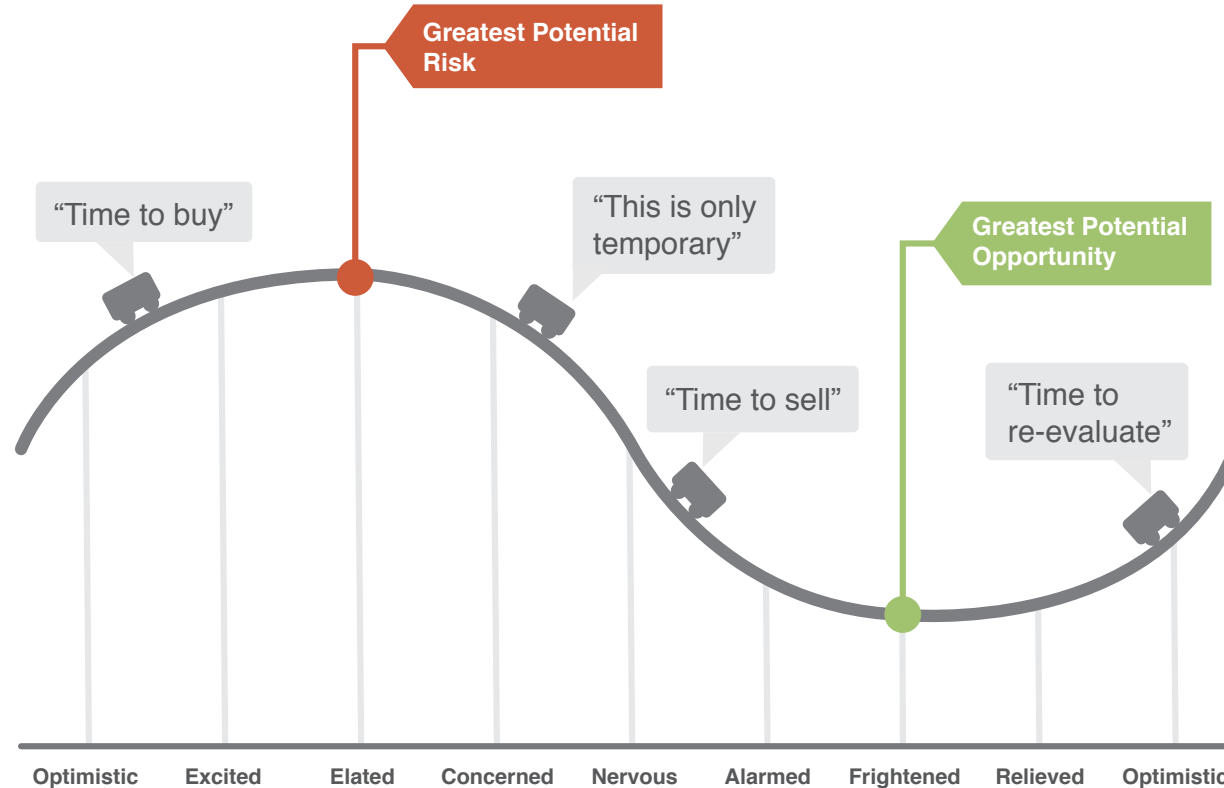


# Investing is Emotional

The way our brains are hard-wired can cause us to make emotional decisions about our money at precisely the wrong moments.

Many investors tend to “buy high” and “sell low.” Markets are prone to sharp and erratic movements, which can cause investors to sell at inopportune times. Conversely, during a strong bull market, investors often rush into the market because they feel “elated” and buy at the peak.

Ultimately, this kind of emotional, short-term behavior can have detrimental consequences, including dramatic portfolio underperformance.



For illustration purposes only.

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