

# Diversification, Patience, and Consistency

*Three important factors when it comes to your financial life.*

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Regardless of how the markets may perform, consider making the following part of your investment philosophy:

**Diversification.** The saying “don’t put all your eggs in one basket” has real value when it comes to investing. In a bear or bull market, certain asset classes may perform better than others. If your assets are mostly held in one kind of investment (say, mostly in mutual funds or mostly in CDs or money market accounts), you could be hit hard by stock market losses, or alternately, lose out on potential gains that other kinds of investments may be experiencing. There is an opportunity cost as well as risk.<sup>1</sup>

Asset allocation strategies are used in portfolio management. A financial professional can ask you about your goals, tolerance for risk, and assign percentages of your assets to different classes of investments. This diversification is designed to suit your preferred investment style and your objectives.

**Patience.** Impatient investors obsess on the day-to-day doings of the stock market. Have you ever heard of “stock picking” or “market timing”? How about “day trading”? These are all attempts to exploit short-term fluctuations in value. These investing methods might seem fun and exciting if you like to micromanage, but they could add stress and anxiety to your life, and they may be a poor alternative to a long-range investment strategy built around your life goals.

**Consistency.** Most people invest a little at a time, within their budget, and with regularity. They invest \$50 or \$100 or more per month in their 401(k) and similar investments through payroll deduction or automatic withdrawal. They are investing on “autopilot” to help themselves build wealth for retirement and for long-range goals. Investing regularly (and earlier in life) helps you to take advantage of the power of compounding as well.

If you don’t have a long-range investment strategy, talk to a qualified financial professional today.

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1 - [forbes.com/sites/brettsteenbarger/2019/05/27/why-diversification-works-in-life-and-markets](https://forbes.com/sites/brettsteenbarger/2019/05/27/why-diversification-works-in-life-and-markets) [5/27/19]