

Extra, Extra, read all about it! News headlines are emotional, subjective, and powerful things. They are often worded to generate a high level of emotions to entice the reader to continue to the article. How often has a headline (whether in print or in a newscast) caused your pulse to quicken or sent you into a depression? Quite often, the same article (unedited) can have a different headline depending on the area of the country and their political leanings. When it comes to your financial plans and investments, it's important to keep emotions out of your decision process and should be based on objective information and your overall goals. It can be too easy to get "caught up" the emotions that can adversely affect your investment decisions. If everyone had panicked in February and liquidated their investments, they would have missed quite a run in the markets that began end of March. Having a plan that considers multiple risk factors and outcomes, along with a properly risk diversified portfolio\*, can help you navigate the noise in the media. Don't have a plan or need to review yours? Give me a call or head to my scheduling site to setup a convenient time to talk:

<https://go.oncehub.com/ChuckVercellone>

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\* Diversification does not ensure a profit or guarantee against loss; it is a method used to help manage risk.

## **Speed Bumps & Headlines**

*Focus on your overall approach during times of short-term volatility.*

Provided by Charles D. Vercellone, ChFC

As an investor, it can be tempting to get caught up in daily news headlines. Consider how news about the election and COVID-19 vaccines have moved the markets over the past several weeks. But having a financial strategy can help you ignore short-term volatility and focus on your long-term vision.

As you know, investing is a process based on your goals, time horizon, and risk tolerance. Interestingly enough, it's also a process that may help you prepare for life's financial challenges.

For example, did you know that only 44 percent of workers have estimated how much income they would need in retirement? What's more, only 36 percent have calculated how much money they would need to cover healthcare expenses.<sup>1</sup>

Creating a financial strategy means thinking about the bigger picture, including a variety of issues like monthly income needs, handling unexpected expenses, and preparing for healthcare costs. People who take a "do-it-yourself" approach can quickly find themselves overwhelmed by all the variables they need to consider.

If a current event or headline has caused you to reconsider your financial strategy, please give us a call. Sometimes, a newsworthy event can require a new approach. But many times, it may just be a “speed bump,” a momentary blip that’s already factored into your long-term vision.

Investing involves risks, and investment decisions should be based on your own goals, time horizon, and tolerance for risk. The return and principal value of investments will fluctuate as market conditions change. When sold, investments may be worth more or less than their original cost.

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### Citations

1. EBRI.org, April 23, 2020

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