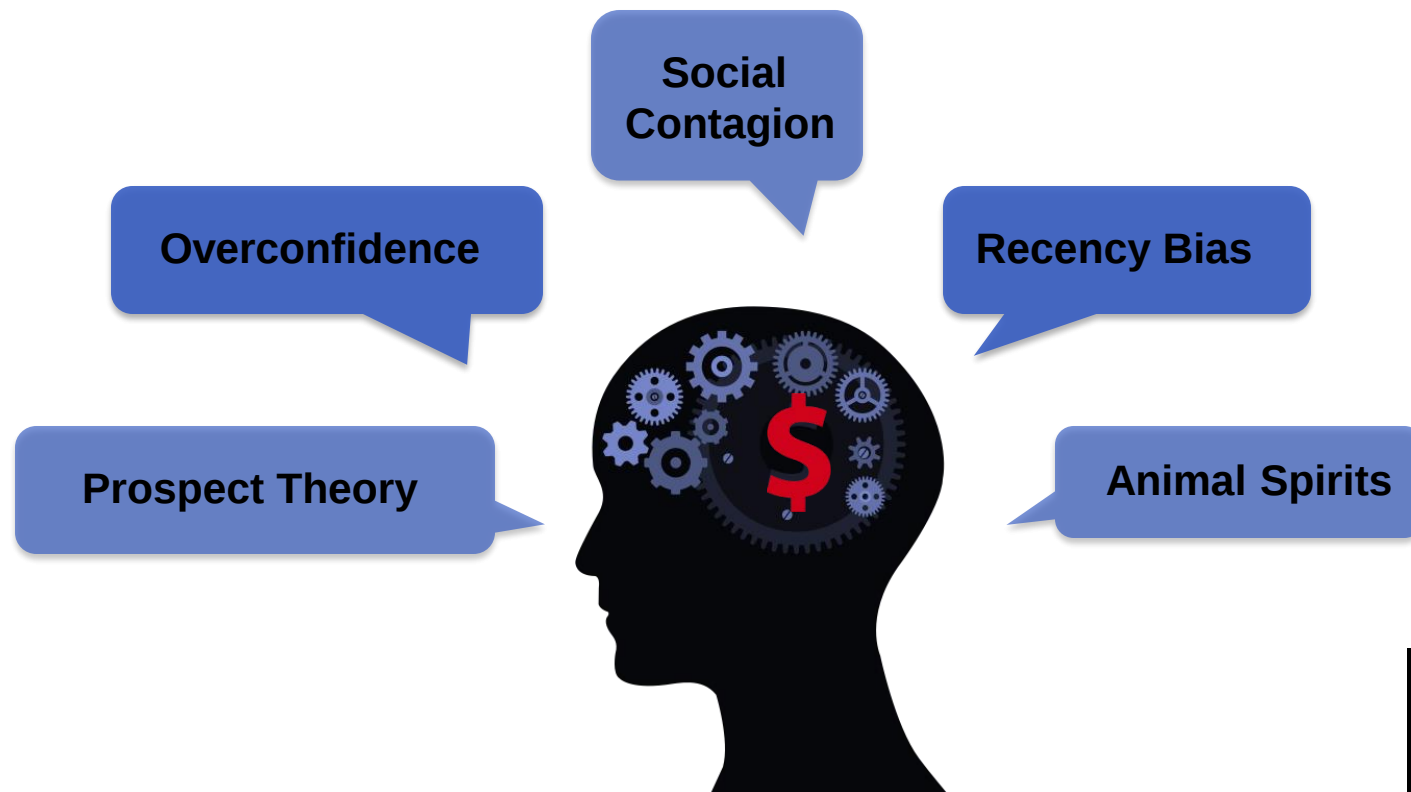


COMMON BEHAVIORAL MISTAKES MADE BY INVESTORS

Investing is an emotional endeavor

Behavioral finance tells us we are human beings, and our brains produce emotions before rational thinking.

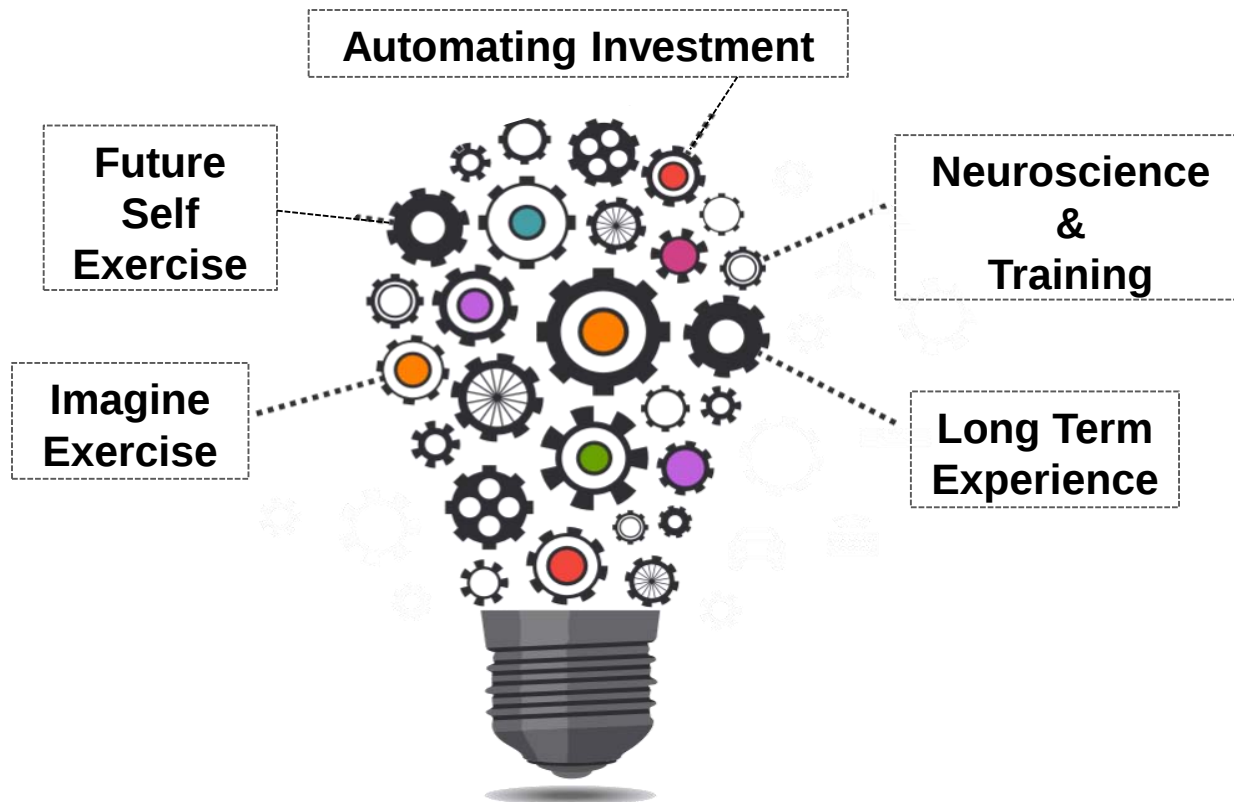
Most individuals are not aware of common mistakes, or the root cause of those mistakes.



SOLUTIONS FOR LONG TERM INVESTORS TO COMMON INVESTMENT MISTAKES

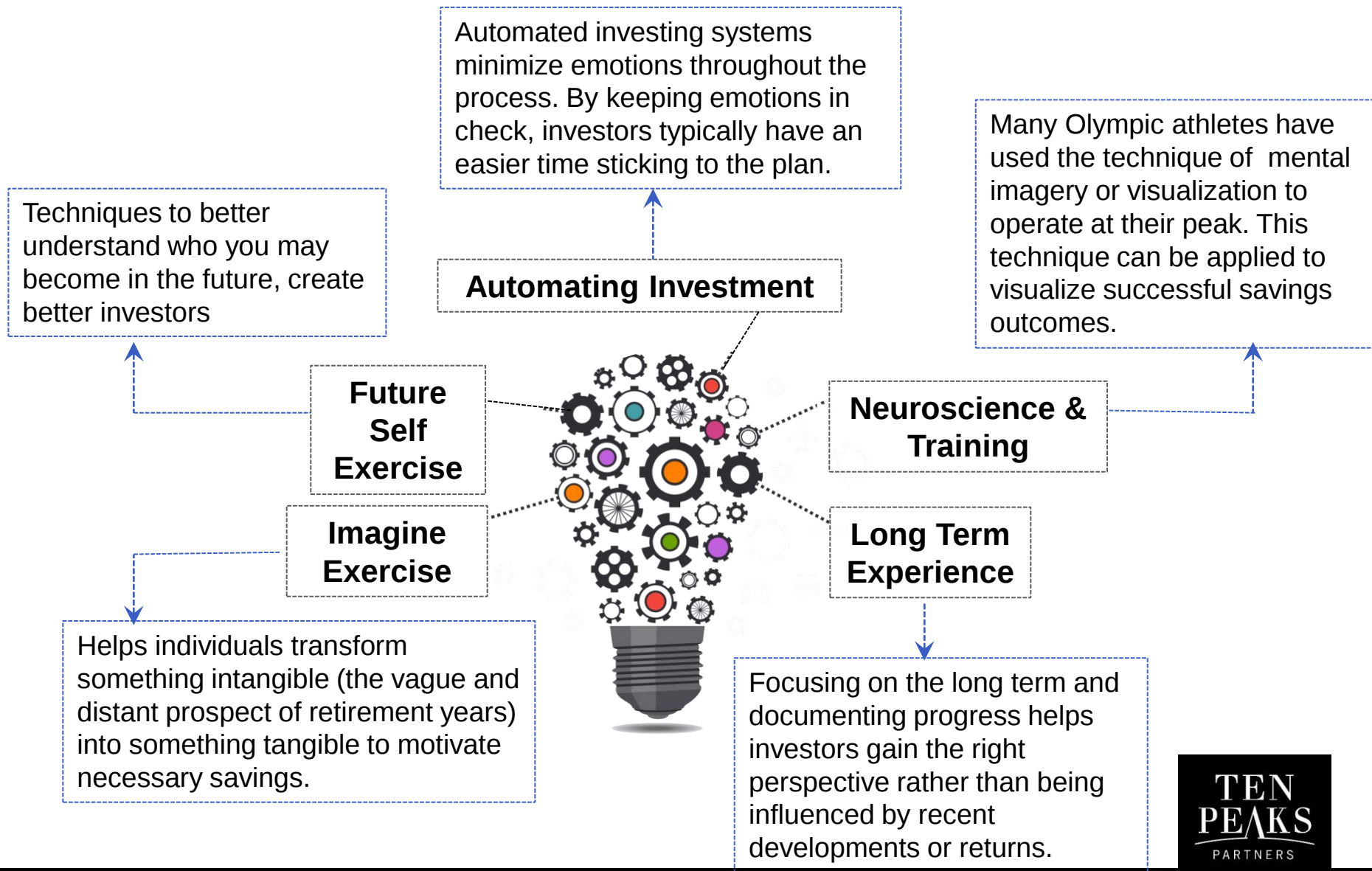
Overcoming the inevitable investment distractions and temptations

Economist Richard Thaler and others have come up with several ways to conquer the investment paralysis.



SOLUTIONS TO BEHAVIORAL INVESTMENT MISTAKES

Using these methods, investors can improve returns by avoiding the emotional rollercoaster



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THE EMOTIONS OF INVESTORS

The cycle of investors' emotions as the markets moves up and down



Source: Capital IQ

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