

4 GUT REACTIONS THAT CAN HURT YOUR INVESTMENTS

ANCHORING BIAS

when we put too much weight on an initial piece of information to make a decision.

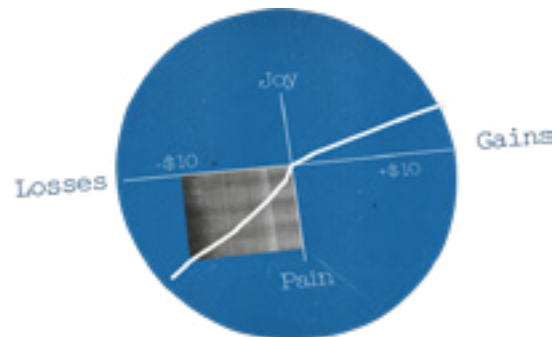
TIP: Markets are always changing. Don't stay rooted in the past.



AVERSION TO LOSS

the fear of losing that can make us act impulsively or prevent us from taking calculated risks in investing.

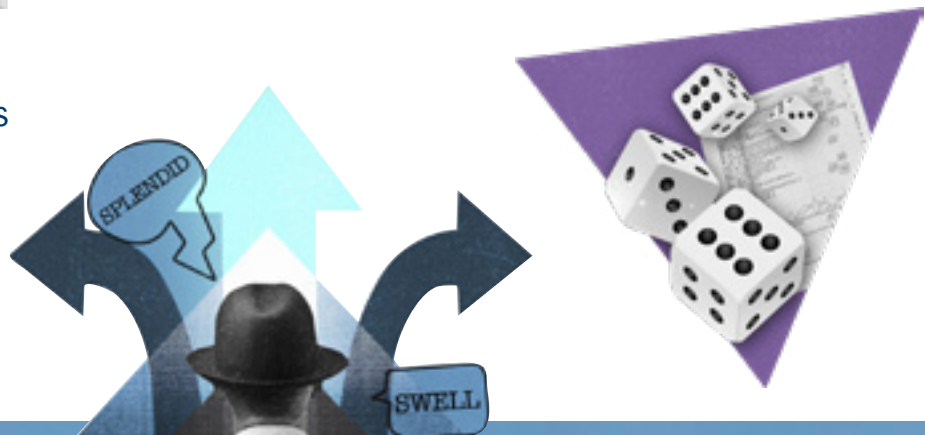
TIP: Make sure this doesn't cause you to hold too much cash in your portfolio.



OVERCONFIDENCE

may contribute to excessive rates of trading in the stock market.

TIP: Ask your advisor how overconfidence can lead to a poorly diversified portfolio.



Talk to your advisor about how you can protect yourself from your own emotions when it comes to investing.