

Beste kliënte,

Die jaar waarin ons onself bevind, het vir beleggers meer as genoeg rede gegee om emosioneel besluite te neem, iets waarteen alle beleggers deurentyd moet waak.

Die verhouding tussen emosies en rasonale denke, wanneer dit by beleggings kom, laat my baie dink aan die storie van die resies tussen die skilpad en die haas.

Net soos in die skilpad se geval, is dit baie meer belangrik om deurlopend aan te hou om die regte dinge te doen as wat dit is om die tydsberekening van 'n belegging reg te kry.

Hierdie uitgawe bied bietjie meer insig rondom die wisselvallige aard van die markte en die mees gevaarlikste slaggate waarin 'n belegger kan trap. Veral as 'n belegger eers emosionele besluite begin neem.

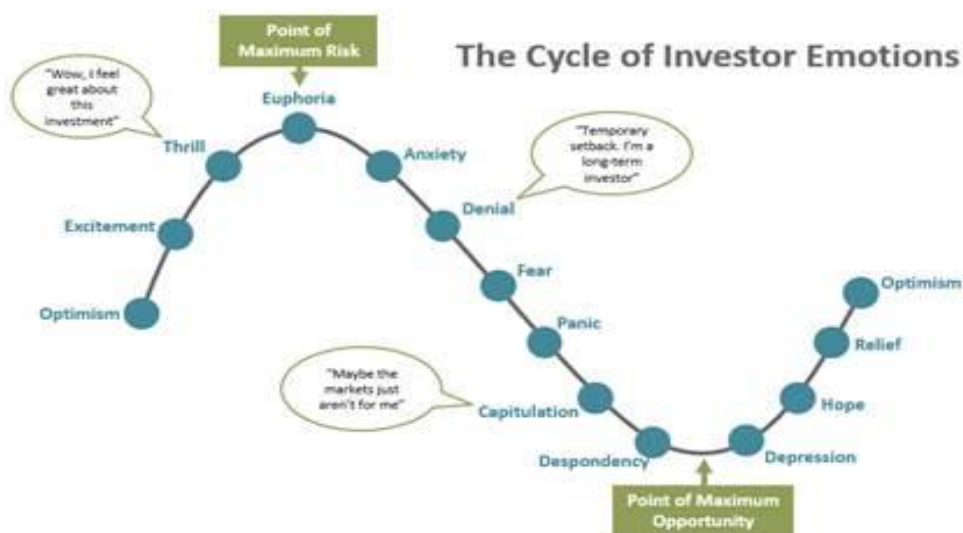
Gesels gerus met jou Makelaar oor die mees algemene, emosionele foute wat beleggers kan maak. Deur hierdie konsepte te verstaan, sal jy beter toegerus wees om die wisselvallige markte te kan lees en op koers te bly met jou finansiële beplanning.

Groete tot volgende keer,

Jacques Olivier

*“The more emotional the event is,
the less sensible people are.”*

*~Dr. Daniel Kahneman
2002 Nobel Prize Winner for Economics*



Jacques Olivier

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Break the Cycle of Emotional Investing

Emotions can be a great asset in life, but when it comes to investing, they may be a liability. In volatile times, equity investing can feel a lot like riding an out-of-control roller coaster. There's the thrill and excitement when the market goes up, but also the fear and panic when it falls. As emotions increase in intensity, many investors forget that the equity market tends to move in cycles. Instead, they focus too much on short-term returns, leading them to feel overconfident in bull markets and despondent in bear markets.

These strong emotions can cloud an investor's judgment, resulting in costly mistakes, such as buying at the market's peak or selling just before the market rebounds. An experienced financial advisor can help you navigate the emotional ups and downs of investing in today's market. He or she offers knowledge, expertise and third-party objectivity that can help you create a customized investment strategy that can take the emotions out of investing.

Help enhance your portfolio's return potential by avoiding key emotional mistakes.

Research conducted by Dr. Daniel Kahneman, one of the founding fathers of behavioral economics and the only psychologist to ever win the Nobel Prize for Economics, suggests that:

When faced with uncertainty, investors tend to make decisions based on their emotions and subjective experiences, not on logic or objective reality.

As a result, investors can easily make the wrong decision for their individual situation.

A financial advisor can help you overcome emotions by building an investment strategy that keeps you focused on long-term goals rather than short-term returns.

