

20 questions to ask your financial advisor

20 Questions to Ask Your Financial Advisor: Navigating the Path to Financial Security

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Introduction:

Choosing a financial advisor is a significant decision, impacting your financial well-being for years to come. Many people feel overwhelmed navigating the complex world of investments, retirement planning, and estate management. This is why asking the right questions is crucial. This article provides you with a comprehensive list of 20 questions to ask your financial advisor, designed to help you find the right partner for your financial journey. Mastering these 20 questions to ask your financial advisor is the first step toward securing your financial future.

H1: Understanding Your Advisor's Expertise and Approach

Before diving into specifics, it's critical to understand your advisor's background and methodology. This section covers the first five crucial questions from our list of 20 questions to ask your financial advisor.

1. What are your credentials and experience? This isn't just about checking certifications; it's about understanding their track record. A strong advisor will openly discuss their successes and challenges. I once worked with a client who lost significant savings due to an advisor with minimal experience. Asking this fundamental question saved another client from a similar fate.

1. What is your fee structure, and how are you compensated? Transparency is key. Are they charging commissions, fees based on assets under management (AUM), or a flat fee? Understanding how your advisor is paid helps you avoid potential conflicts of interest.

1. What is your investment philosophy, and how does it align with my goals? This question reveals their approach to investing – are they conservative, moderate, or aggressive? Do they utilize passive or active strategies? Their philosophy must align with your risk tolerance and objectives.

1. Can you provide me with references from previous clients? Speaking with other clients can offer invaluable insights into their experience and the advisor's working style. I always encourage prospective clients to do this; it's a crucial step in the selection process.

1. What is your process for monitoring and adjusting my portfolio? A successful financial plan isn't static; it needs regular review and adjustments based on market conditions and your changing circumstances. Understanding their process here is vital.

H2: Assessing Your Financial Needs and Goals

The next five questions in our 20 questions to ask your financial advisor focus on aligning their expertise with your unique financial situation.

1. What is your understanding of my financial situation and goals? Ensure your advisor is actively listening and comprehending your needs, including short-term and long-term objectives.

1. How will you help me achieve my financial goals (retirement, college savings, etc.)? A good advisor will present a clear roadmap outlining the strategies they'll employ.

1. What is your approach to risk management, and how will you protect my assets? Investment involves inherent risk. Your advisor should have a well-defined strategy for mitigating risks and protecting your capital.

1. How often will we meet to review my progress? Regular communication is paramount. Determine the frequency of meetings and the methods of communication (phone, email, in-person).

1. What is your succession plan, and what will happen if you are unavailable? This is often overlooked, but essential. What happens to your portfolio if your advisor leaves the firm or retires?

H3: Delving Deeper: Specific Strategies and Services

The next five questions from our comprehensive list of 20 questions to ask your financial advisor focus on specific services and strategies.

1. What specific investment strategies do you recommend for my portfolio, and why? Understand the rationale behind their recommendations. Don't hesitate to challenge their assumptions.

1. Do you offer tax planning services, and how will you integrate tax efficiency into my investment strategy? Taxes significantly impact your returns. An advisor should be aware of tax implications and optimize your strategy accordingly.

1. Do you offer estate planning services, and how can you help me protect my assets for my heirs? Estate planning is critical for preserving your wealth and minimizing tax burdens for your beneficiaries.

1. How do you deal with conflicts of interest? This is crucial. A transparent advisor will proactively address any potential conflicts.

1. What are your fees for additional services (e.g., tax preparation, estate planning)? Be clear about all potential costs associated with their services.

H4: Ensuring Ongoing Communication and Transparency

The final five questions in our list of 20 questions to ask your financial advisor emphasize ongoing communication and transparency.

1. How will you keep me informed about changes in the market and my portfolio's performance?
Regular updates are necessary to stay informed and make informed decisions.
1. What is your process for handling complaints or concerns? Knowing their process for addressing issues gives you confidence in their responsiveness.
1. Are you a fiduciary, and what does that mean in terms of your responsibility to me? A fiduciary has a legal obligation to act in your best interest.
1. What resources do you provide to help me better understand my finances and investment strategies? Access to educational materials and support is beneficial for informed decision-making.

1. Can you provide a written summary of our conversation and the agreed-upon plan? A written summary ensures clarity and provides a record of your discussions.

Case Study:

Sarah, a 45-year-old entrepreneur, utilized these 20 questions to ask your financial advisor before selecting her advisor. By asking about fee structures, investment philosophies, and estate planning services, she chose an advisor who aligned perfectly with her long-term goals, resulting in a robust financial plan that addresses both her current needs and future aspirations.

Conclusion:

Selecting a financial advisor is a crucial decision. Asking these 20 questions to ask your financial advisor empowers you to make an informed choice, leading to a successful long-term financial strategy. Remember, the right advisor will be transparent, responsive, and committed to your financial success. Don't hesitate to ask even more questions beyond these 20 – your financial well-being depends on it.

FAQs:

1. How often should I review my financial plan with my advisor? At least annually, or more frequently if significant life changes occur.
2. What if I don't like my financial advisor? You have the right to switch advisors at any time.

3. What is the difference between a financial advisor and a financial planner? While the terms are often used interchangeably, a financial planner typically takes a more holistic approach, considering all aspects of your financial life.
4. Can I use multiple financial advisors? Yes, but ensure there's clear communication between them to avoid conflicts.
5. How do I find a qualified financial advisor? Use online resources, seek recommendations, and check professional certifications.
6. What is a fiduciary duty? A legal obligation to act in your best interest.
7. What is a reasonable fee for a financial advisor? Fees vary depending on services provided, but transparency is key.
8. How much should I disclose to my financial advisor? Be as transparent as possible to allow them to develop an effective plan.
9. What is the role of a financial advisor in retirement planning? They help you create a plan to manage your assets and income in retirement.

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20 questions to ask your financial advisor: Smart Women Love Money Alice Finn,

2017-04-11 YOU ARE A SMART WOMAN, BUT DO YOU STILL: —Feel you're too busy to invest your money? —Rely on someone else to deal? —Get bored by financial talk? —Think that investing is something only men do? —Worry you're not smart enough? THINK AGAIN. Women have made strides in so many areas and yet we still have a blind spot when it comes to managing our money. Why? A myriad of factors cause women to earn less than men over a lifetime, making it all the more imperative that we make the money we do have work for us as much as possible. And here's a reality check: as many as nine out of ten of us will have to manage our finances and those of our family at some point in our lives. And a lot of us think that means keeping our money "safe" in savings accounts, and not investing it. But not doing so has an opportunity cost that will lead to opportunities lost—the ability to pay for a college education, own a home, change careers to pursue a dream, or retire. Alice Finn wants to change how you think about your money, no matter how much or little you have. In Smart Women Love Money, Finn paves the way forward by showing you that the power of investing is the last frontier of feminism. Drawing on more than twenty years of experience as a successful wealth management adviser, Finn shares five simple and proven

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20 questions to ask your financial advisor: The White Coat Investor James M. Dahle, 2014-01 Written by a practicing emergency physician, The White Coat Investor is a high-yield manual that specifically deals with the financial issues facing medical students, residents, physicians, dentists, and similar high-income professionals. Doctors are highly-educated and extensively trained at making difficult diagnoses and performing life saving procedures. However, they receive little to no training in business, personal finance, investing, insurance, taxes, estate planning, and asset protection. This book fills in the gaps and will teach you to use your high income to escape from your student loans, provide for your family, build wealth, and stop getting ripped off by unscrupulous financial professionals. Straight talk and clear explanations allow the book to be easily digested by a novice to the subject matter yet the book also contains advanced concepts specific to physicians you won't find in other financial books. This book will teach you how to: Graduate from medical school with as little debt as possible Escape from student loans within two to five years of residency graduation Purchase the right types and amounts of insurance Decide when to buy a house and how much to spend on it Learn to invest in a sensible, low-cost and effective manner with or without the assistance of an advisor Avoid investments which are designed to be sold, not bought Select advisors who give great service and advice at a fair price Become a millionaire within five to ten years of residency graduation Use a Backdoor Roth IRA and Stealth IRA to boost your retirement funds and decrease your taxes Protect your hard-won assets from professional and personal lawsuits Avoid estate taxes, avoid probate, and ensure your children and your money go where you want when you die Minimize your tax burden, keeping more of your hard-earned money Decide between an employee job and an independent contractor job Choose between sole proprietorship, Limited Liability Company, S Corporation, and C Corporation Take a look at the first pages of the book by clicking on the Look Inside feature Praise For The White Coat Investor Much of my financial planning practice is helping doctors to correct mistakes that reading this book would have avoided in the first place. - Allan S. Roth, MBA, CPA, CFP(R), Author of How a Second Grader Beats Wall Street Jim Dahle has done a lot of thinking about the peculiar financial problems facing physicians, and you, lucky reader, are about to reap the bounty of both his experience and his research. - William J. Bernstein, MD, Author of The Investor's Manifesto and seven other investing books This book should be in every career counselor's office and delivered with every medical degree. - Rick Van Ness, Author of Common Sense Investing The White Coat Investor provides an expert consult for your finances. I now feel confident I can be a millionaire at 40 without feeling like a jerk. - Joe Jones, DO Jim Dahle has done for physician financial illiteracy what penicillin did for neurosyphilis. - Dennis Bethel, MD An excellent practical personal finance guide for physicians in training and in practice from a non biased source we can actually trust. - Greg E Wilde, M.D Scroll up, click the buy button, and get started today!

20 questions to ask your financial advisor: The 5 Mistakes Every Investor Makes and How to Avoid Them Peter Mallouk, 2014-07-22 Identify mistakes standing in the way of investment success With so much at stake in investing and wealth management, investors cannot afford to keep

repeating actions that could have serious negative consequences for their financial goals. The Five Mistakes Every Investor Makes and How to Avoid Them focuses on what investors do wrong so often so they can set themselves on the right path to success. In this comprehensive reference, readers learn to navigate the ever-changing variables and market dilemmas that often make investing a risky and daunting endeavor. Well-known and respected author Peter Mallouk shares useful investment techniques, discusses the importance of disciplined investment management, and pinpoints common, avoidable mistakes made by professional and everyday investors alike. Designed to provide a workable, sensible framework for investors, The Five Mistakes Every Investor Makes and How to Avoid Them encourages investors to refrain from certain negative actions, such as fighting the market, misunderstanding performance, and letting one's biases and emotions get in the way of investing success. Details the major mistakes made by professional and everyday investors Highlights the strategies and mindset necessary for navigating ever-changing variables and market dilemmas Includes useful investment techniques and discusses the importance of discipline in investment management A reliable resource for investors who want to make more informed choices, this book steers readers away from past investment errors and guides them in the right direction.

20 questions to ask your financial advisor: How to Make Your Money Last - Completely Updated for Planning Today Jane Bryant Quinn, 2020-01-07 NOW COMPLETELY UPDATED to reflect the changes in tax legislation, health insurance, and the new investment realities. In this "highly valuable resource" (Publishers Weekly, starred review) Quinn "provides simple, straightforward" (The New York Times) solutions to the universal retirement dilemma—how to make your limited savings last for life—covering mortgages, social security, income investing, annuities, and more! Will you run out of money in your older age? That's the biggest worry for people newly retired or planning to retire. Fortunately, you don't have to plan in the dark. Jane Bryant Quinn tells you how to squeeze a higher income from all your assets—including your social security account (get every dollar you're entitled to), a pension (discover whether a lump sum or a lifetime monthly income will pay you more), your home equity (sell, rent, or take a reverse mortgage?), savings (how to use them safely to raise your monthly income), retirement accounts (invest the money for growth in ways that let you sleep at night), and—critically—how much of your savings you can afford to spend every year without running out. There are easy ways to figure all this out. Who knew? Quinn also shows you how to evaluate your real risks. If you stick with super-safe investment choices, your money might not last and your lifestyle might erode. The same might be true if you rely on traditional income investments. Quinn rethinks the meaning of "income investing," by combining reliable cash flow during the early years of your retirement with low-risk growth investments, to provide extra money for your later years. Odds are, you'll live longer than you might imagine, meaning that your savings will stretch for many more years than you might have planned for. With the help of this book, you can turn those retirement funds into a "homemade" paycheck that will last for life.

20 questions to ask your financial advisor: The One-Page Financial Plan Carl Richards, 2015-03-31 A simple, effective way to transform your finances and your life from leading financial advisor and New York Times columnist Carl Richards Creating a financial plan can seem overwhelming, but the best plans aren't long or complicated. A great plan has nothing to do with the details of how to save and invest your money and everything to do with why you're doing it in the first place. Knowing what's important to you, you will be able to make better decisions in any market conditions. The One-Page Financial Plan will help you identify your values and goals. Carl Richard's simple steps will show you how to prioritize what you really want in life and figure out how to get there. 'In a world where financial advice is (often purposely) complicated and filled with jargon, Carl Richards distils what matters most into something that is easy and fun to read' Wall Street Journal 'Feeling tormented by your finances? Read this book. Now. The One-Page Financial Plan helps you identify what you truly want from life, get crystal clear about the financial position you are starting from today, and develop a simple, actionable plan to narrow the gap between the two' Manisha Thakor, CEO at MoneyZen Wealth Management Carl Richards is a certified financial planner and a

columnist for the New York Times, where his weekly Sketch Guy column has run every Monday for over five years. He is also a columnist for Morningstar magazine and a contributor to Yahoo Finance. His first book, *The Behavior Gap*, was very well received, and his weekly newsletter has readers around the world. Richards is a popular keynote speaker and is the director of investor education for the BAM ALLIANCE.

20 questions to ask your financial advisor: *Storyselling for Financial Advisors* Scott West, Mitch Anthony, 2000-01-12 Learn what makes a client trust you to be their financial advisor. Put the power of story telling into selling financial products. The authors explain the process of making these intuitive connections, then translate their findings into understandable and practical strategies that any financial professional can use. They present actual stories, including many by Warren Buffet, one of the greatest storytellers of all time. These actual stories can help financial pros tap into the gut reaction of different types of clients. the book also includes special topics on communicating to women, the 50+ market, and the affluent.

20 questions to ask your financial advisor: *The Bogleheads' Guide to Investing* Taylor Larimore, Mel Lindauer, Michael LeBoeuf, 2006-04-20 Within this easy-to-use, need-to-know, no-frills guide to building financial well-being is advice for long-term wealth creation and happiness, without all the worries and fuss of stock pickers and day traders.

20 questions to ask your financial advisor: *Financial Therapy* Bradley T. Klontz, Sonya L. Britt, Kristy L. Archuleta, 2014-09-10 Money-related stress dates as far back as concepts of money itself. Formerly it may have waxed and waned in tune with the economy, but today more individuals are experiencing financial mental anguish and self-destructive behavior regardless of bull or bear markets, recessions or boom periods. From a fringe area of psychology, financial therapy has emerged to meet increasingly salient concerns. Financial Therapy is the first full-length guide to the field, bridging theory, practical methods, and a growing cross-disciplinary evidence base to create a framework for improving this crucial aspect of clients' lives. Its contributors identify money-based disorders such as compulsive buying, financial hoarding, and workaholism, and analyze typical early experiences and the resulting mental constructs (money scripts) that drive toxic relationships with money. Clearly relating financial stability to larger therapeutic goals, therapists from varied perspectives offer practical tools for assessment and intervention, advise on cultural and ethical considerations, and provide instructive case studies. A diverse palette of research-based and practice-based models meets monetary mental health issues with well-known treatment approaches, among them: Cognitive-behavioral and solution-focused therapies. Collaborative relationship models. Experiential approaches. Psychodynamic financial therapy. Feminist and humanistic approaches. Stages of change and motivational interviewing in financial therapy. A text that serves to introduce and define the field as well as plan for its future, Financial Therapy is an important investment for professionals in psychotherapy and counseling, family therapy, financial planning, and social policy.

20 questions to ask your financial advisor: *Personal Finance Workbook For Dummies®* Sheryl Garrett, 2007-12-11 Do the terms personal finance or money management drudge up feelings of inadequacy, confusion, discomfort or fear in you? *Personal Finance Workbook For Dummies* helps you calm your negative feelings and get your financial house in order at the same time. And, you'll be amazed how easy it is to get on the road to financial fitness. From spending and saving to investing wisely, this hands-on workbook walks you through a private financial counseling session and shows you how to assess your situation and manage your money. You'll learn how to use credit wisely, plan for large expenses, determine your insurance needs, and make smarter financial decisions. Plus, the featured worksheets and checklists help you manage your day-to-day spending and plan for a robust financial future. Discover how to: Take stock of your financial history and determine your net worth Build a personal financial plan that meets your saving and investing goals Develop good spending habits and get out of debt—without budgeting Explore your dreams, grow your wealth, and protect your assets Get the most out of your money Minimize your taxes Plan for big-ticket purchases Pay for your kids' college tuition Ensure a comfortable retirement Leave a substantial estate for your heirs The easy-to-follow exercises in *Personal Finance Workbook* for

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20 questions to ask your financial advisor: Get Wise to Your Advisor Steven D. Lockshin, 2013-09-03 The financial services world is changing. Technology is enabling an automated approach to investing that should bring down the cost of commodity services. No longer do you have to fund the lifestyle of a broker or advisor to have him tell you how to diversify or where to find the next investment that cannot be missed. This book will provide the tools for calculators that tell you most of what you need to know; from how much insurance you need to have to how you should diversify. The book will help readers with the following: Understand what you have Plan your long-term goals Start to save (maximizing your 401k) Reduce debt Run your Monte Carlo Simulation Determine the appropriate asset allocation Set up your auto-rebalancing and periodically (annually, perhaps) re-examining your asset allocation to account for globalization Deploy the asset mix through low cost, tax-efficient strategies Look at it once per year This book will provide a better understanding of your investment decisions. But, we all cannot be do-it-yourselfers. Advisors serve as an important resource for consumers when they are both capable and understand their duty to serve you, the customer, first. To complement their moral station, they must have the skills to deliver appropriate advice. The book, much like the company Steve founded, will simplify standards for consumers and audit advisors to those standards.

20 questions to ask your financial advisor: Finance 'n Stilettos Zaneilia Harris, 2015-11-30 No matter where you are in life personally, Finance 'n Stilettos is written for you. Zaneilia strives to show women how to effectively manage their finances with class and a touch of flair. As well-heeled women, we know that shoes are an essential component to a stylish and sophisticated wardrobe. Finance is just as important to our daily lives as the red peep toe stiletto pump is to a perfectly tailored black pinstripe suit. They both are valuable to a woman's confidence and inner feeling of being well put together. Throughout this book, Zaneilia intertwines her personal stories while highlighting financial tips for women going through the various phases of life. She shares how smart successful women can avoid and recover from money mishaps that can potentially derail their financial progress. The first step to bouncing back with grace and dignity is acknowledgement of the mistake. If you never admit it, you can't fix it. Instead of dwelling on past financial missteps, she

wants to motivate women to learn effective strategies that can help them navigate through the runway of life.

20 questions to ask your financial advisor: Risk Less and Prosper Zvi Bodie, Rachelle Taquu, 2011-12-27 A practical guide to getting personal investing right Somewhere along the way, something has gone very wrong with the way individuals save and invest. Too often, households are drawn in by promotional suggestions masquerading as impartial investment advice. Consumers get saddled with more risk than they realize. Authors Zvi Bodie and Rachelle Taquu understand the dilemma that today's investors face, and with Risk Less and Prosper they will help you find your financial footing. Written in an accessible style, this practical guide skillfully explains why personal investing is all about you—your goals, your values and your career path. It shows how to understand investment risk and choose the particular blend of risk and safety that is right for you. And it lays out several simple yet powerful ways for small investors to cast a reliable safety net to achieve their financial goals and truly prosper. Coauthors Bodie and Taquu challenge the myth that all investments require risk, then highlight some important risks that families often disregard when deciding where to put their money. Later, they connect the dots between investment and investor, showing us all how to grasp our own investment risk profiles and how we may use these insights to make more fitting investment choices. Outlines a straightforward way to invest by aligning your investments with your goals and the risk levels you can bear Provides basic investment abc's for readers who are otherwise literate Lays out a simple, actionable plan for achieving your goals Explains the role of risk-free assets and investment insurance in assuring that you reach your most essential goals Contrary to popular belief, investing doesn't have to be complicated. You can build wealth without taking great risks. Risk Less and Prosper will show you how to make investment decisions that will make your financial life less stressful and more profitable.

20 questions to ask your financial advisor: Financial Peace Dave Ramsey, 2002-01-01 Dave Ramsey explains those scriptural guidelines for handling money.

20 questions to ask your financial advisor: Ineffective Habits of Financial Advisors (and the Disciplines to Break Them) Steve Moore, 2010-10-05 A how to guide to avoiding the mistakes ineffective financial advisors most often make Based on a 15-year consulting program that author Steve Moore has led for financial advisors, Ineffective Habits of Financial Advisors (and the Disciplines to Break Them): A Framework for Avoiding the Mistakes Everyone Else Makes details proven techniques which allow advisors to transform their business into an elite practice: business analysis, strategic vision, exceptional client service, and acquiring high net worth clients. Told through the story of a purely fictional and completely average financial advisor, each chapter begins with an ineffective habit that is then countered with a discipline that improves business results and adds value. The book Details a step-by-step strategy for working through current clients, rather than relying on cold calling to form new relationships Includes anecdotes collected through both personal experience and stories relayed to him by clients and colleagues Provides question and answer segments, examples, and homework assignments Ineffective Habits of Financial Advisors (and the Disciplines to Break Them shows you how to deliver exceptional service while generating higher revenue per client.

20 questions to ask your financial advisor: Advice That Sticks Moira Somers, 2018-02-28 The advice is sound; the client seems eager; and then... nothing happens! Too often, this is the experience that financial professionals encounter in their daily work. When good recommendations go unimplemented, clients' well-being is compromised, opportunities are lost, and the professional relationship grows strained. Advice that Sticks takes aim at the problem of financial non-adherence. Written by a neuropsychologist and financial change expert, this book examines the five main factors that determine whether a client will follow through with financial advice. Individual client psychology plays a role in non-adherence; so, too, do sociocultural and environmental factors, general advice characteristics, and specific challenges pertaining to the emotionally loaded domain of money. Perhaps most surprising, however, is the extent to which advice-givers themselves can foil implementation. A great deal of non-adherence is due to preventable mistakes made by financial

professionals and their teams. The author integrates her extensive clinical and consulting experience with research findings from the fields of positive psychology, behavioural economics, neuroscience, and medicine. What emerges is a thoughtful, funny, but above all practical guide for anyone who makes a living providing financial advice. It will become an indispensable handbook for people working with clients across the wealth spectrum.

20 questions to ask your financial advisor: *Stress-Free Investing* Phyllis J. Wordhouse, Maria J. Kuitula, 2011-01 Who wants to put up with investing frustrations and complexity when you can be investing stress-free? How would you feel if you never again felt outside the information loop? Truthfully, once you read this book, you won't want to be in the typical financial information loop; it's full of confusing untruths, half-truths, abuse, and scam artists! Scripture warns us against using oppression and cruelty in amassing wealth (1 Timothy 6:10). Start integrating your beliefs with your financial decisions. Wordhouse and Kuitula wrote this book for women and men who know they need to invest but are too busy, over-stimulated, confused by all the conflicting media messages, don't know how the market works, and don't know whom to trust. They teach you the simple and practical free market philosophy integrated with scriptures. This book is easily understood, comprehensive and contemporary. Most people have made investment mistakes... this book reveals some of ours, some our investors, and some others have made before turning to the Free Market Portfolio Theory. We have written this book so you will have an investment road map, therefore you don't need to experience the financial failures others have already endured. Investing mistakes can be very expensive, so save yourself lots of money and frustrations by learning from our stories. Please do not make these same mistakes!

20 questions to ask your financial advisor: *A Wealth of Common Sense* Ben Carlson, 2015-06-22 A simple guide to a smarter strategy for the individual investor *A Wealth of Common Sense* sheds a refreshing light on investing, and shows you how a simplicity-based framework can lead to better investment decisions. The financial market is a complex system, but that doesn't mean it requires a complex strategy; in fact, this false premise is the driving force behind many investors' market mistakes. Information is important, but understanding and perspective are the keys to better decision-making. This book describes the proper way to view the markets and your portfolio, and show you the simple strategies that make investing more profitable, less confusing, and less time-consuming. Without the burden of short-term performance benchmarks, individual investors have the advantage of focusing on the long view, and the freedom to construct the kind of portfolio that will serve their investment goals best. This book proves how complex strategies essentially waste these advantages, and provides an alternative game plan for those ready to simplify. Complexity is often used as a mechanism for talking investors into unnecessary purchases, when all most need is a deeper understanding of conventional options. This book explains which issues you actually should pay attention to, and which ones are simply used for an illusion of intelligence and control. Keep up with—or beat—professional money managers Exploit stock market volatility to your utmost advantage Learn where advisors and consultants fit into smart strategy Build a portfolio that makes sense for your particular situation You don't have to outsmart the market if you can simply outperform it. Cut through the confusion and noise and focus on what actually matters. *A Wealth of Common Sense* clears the air, and gives you the insight you need to become a smarter, more successful investor.

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Olen to explain why the ten simple rules of the index card outperform more complicated financial strategies. Inside is an easy-to-follow action plan that works in good times and bad, giving you the tools, knowledge, and confidence to seize control of your financial life.

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