The FIRST Step to Successful Investing: Know Yourself!

**Y O U** must come first!

Buy according to your needs

Know your priorities

Understand your risks

**Buy According to Your Needs**

- No single investment is perfect for everyone.
- Consider your goals and needs before speaking to a financial advisor.

**Know Your Priorities**

- Ensure you can access your funds when you need to.
  - Certain investments may not be accessible for long periods.
  - Retirees may need easy access to funds for living expenses.
- Don’t be aggressive if you depend on your investments for daily income.

**Understand Your Risks**

- When contemplating higher returns, don’t forget about higher risks.
  - Different types of investments give different risks/returns.
    - Stocks might make more money than bonds or bank CDs, but may also cost your savings due to extra risk.
  - Retirees without additional income may need safer alternatives.
- Don’t put all your eggs in one basket – diversify.
  - Don’t let a single bad investment undermine your savings.
  - Invest in multiple asset groups (stocks, bonds, real estate, etc.), and diversify within each group (multiple companies).
  - Everyone should invest broadly.