

Bulletin

3 Reasons Why You Might Need A Human Financial Advisor

By Ahsan Khan

I was talking to a friend who loves RV Camping with his wife. Now that they are retired, they want to see all of North America as part of their bucket list.

He mentioned that he will soon be changing his Pickup Truck Camper because going up and down the ladder to get things from the high roof is no longer a safe idea. Although he is incredibly fit for his age, he knows **there is a potential** to fall off the ladder and unnecessarily hurt himself.

Similarly, investing can be done on a do-it-yourself platform or by a computer algorithm; however, you may not want to fall off the ladder and hurt yourself when the stakes are high.

So here are **3 critical reasons among many** that you might need a living, breathing Financial Advisor:

1. You Don't Get A Do-Over:

Unlike in the game of golf, you **don't get a Mulligan** in investing. All golfers who play the game for fun will give themselves a "do-over" or a Mulligan if they duff their shot. If you are 35 years old and mess up your portfolio, you could argue that you still have 30 years to make up for it. When you are 55 and older, **you cannot afford** to make catastrophic mistakes. Your hard-earned "nest egg" is vital to enjoying your retirement lifestyle.

2. It Makes Sense To Hire A Professional With Experience:

Most people will hire a lawyer if they get into a complicated legal matter or let a surgeon perform their heart by-pass because **they see its value**. They would not dare to do it themselves. As with anything that is not your field, ask yourself if you have the time, training and temperament to manage your money on your own? The internet and news channels offer a lot of financial, political and investment information but not wisdom on how to apply it to your personal and unique situation.

3. You Need An Investment Emotion Coach:

Few emotions are greater than the feeling of threat or fear. According to Psychology Professors in Behavioural Finance, Kahneman and Tversky, **the pain of losses is felt twice as much as**

compared to the pleasure of gains. We are not too different from our those who lived thousands of years ago. We are driven to survive and avoid being eaten by Lions.

This is why stock market swings can evoke a strong emotional feeling to get to safety. Your Advisor will be crucial to helping you ignore the urge to do something drastic like sell when the markets are temporarily down or buy when some sector or stock is going up like a kite in a hurricane. Judgement and decision-making under stress are always challenging.

By the way, my friend is a retired Investment Advisor with over 25 years of experience, and he uses a human Financial Advisor to manage his portfolio.

I wish him and his wife the very best retirement, full of health, good times and family unity.



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