



PG CAPITAL

# 8 Steps to Gain Control Over Your Investments

From the Financial Advisors at PG Capital

# Just several subjects carry as much emotional weight as money

Money and emotions are inextricably linked, whether you are enthusiastic about making more or fear losing what you have.

Making investment decisions based on emotion, on the other hand, is never a smart idea.

Rash decisions may feel correct at the time, but they are frequently detrimental in the long term.

Luckily, we have discovered eight measures to assist investors in controlling their emotions and making better investment decisions.

# 01

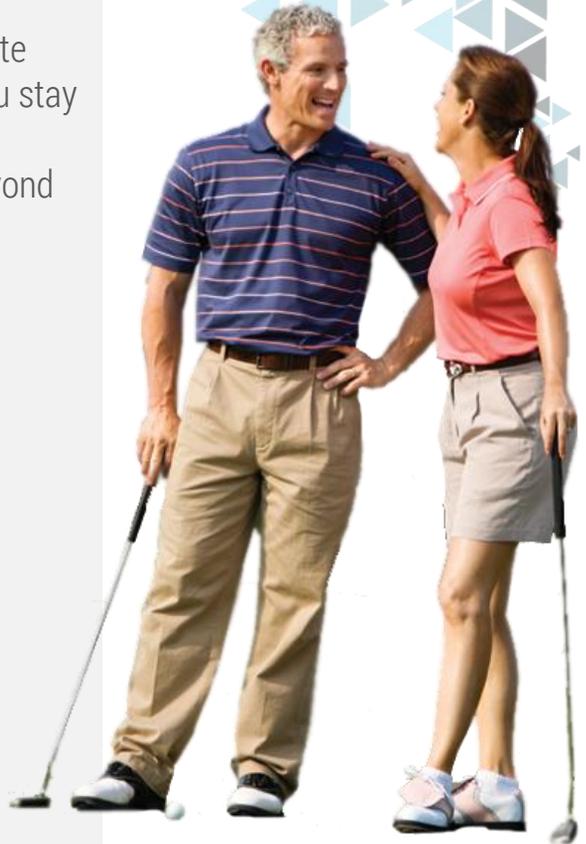
## Identify what is truly important to you

When making investment decisions, having complete awareness of your long-term priorities may help you stay focused on your present commitments and future objectives. That perspective enables you to see beyond shifting conditions and market swings.

# 02

## Beware of typical investment pitfalls

Every investment is a race between the fear of missing out and the fear of losing money. Fear, on the other hand, is an emotion, and allowing emotions to obscure your decision-making process is the most common error we see investors make. Working with an adviser can help you take a step back, get clarity, and avoid making emotion-driven choices that can harm your wealth.



# 03

## Treat your money as an “instrument”

When you view money as merely a tool that helps you accomplish things, financial decisions become less emotional. That change might provide you with some breathing room to recognize that money is not the final objective – what is more important is how money helps you live the life you desire

# 04

## Focus on things that you have control over

Some things are under your control, while others are not. Interest rates, for example, are completely out of your control, therefore, there is no use in stressing about them. You can, however, limit your costs, tax exposure, and risk. A well-thought-out strategy and a diverse, adaptable portfolio may help you manage what you can control while avoiding distractions from what you can't.



# 05

## Pay attention but do not follow

When you hear how much your brother-in-law or next-door neighbor profited on a specific stock, it's easy to feel left out. Smart investors disregard those stories because they understand that individuals only talk about their victories. Nobody ever brings up their losses.

# 06

## Recognize how your priorities influence your investment decisions

Advisers can assist you in identifying your biggest investment biases and developing a strategy that balances them all. They may also assist you in adjusting your portfolio as your life and goals change.



# 07

## Check that your and your partners' objectives are in sync

You should both agree on your priorities, whether one or both of you manage the funds. Do you prefer to take more holidays now or save more money for your children later? When working with an adviser, collaboration is extremely crucial. After all, the "non-financial" spouse is unlikely to accept a financial plan if he or she had no input into its development.

# 08

## Be prepaid for uncertainty

While no one can predict what will happen in the future, being prepared for market volatility is always a good idea. If you are concerned about a market overcorrection, now is an excellent moment to talk to an adviser about your strategy. It's known as the "lifeboat drill." How much water can your boat withstand while remaining afloat?



# Good investment decisions come with a calm state of mind

Once you've learned to control your emotions, you will be able to make more deliberate, long-term investment choices. Protecting your money may make you feel better, but being overprotective may cause you to avoid acceptable risk and, as a result, the chance of better investment returns. Getting over your biases and emotions might help you more consistent long-term results.

Working with a financial advisor who is familiar with your situation can make a big difference. Advisors can assist you in recognizing and overcoming your weaknesses, providing you with the perspective needed to be more financially independent and, hopefully, more financially successful.

# Are you ready to move to the next level?

## Speak with one of our financial advisors.

Call 1 (585) 483-9371 or visit [pgcapitalmg.com](http://pgcapitalmg.com)

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