



Wisdom Versus Information: There is a Difference!

1. The wisdom of time.
2. The wisdom of understanding volatility.
3. The wisdom of protecting yourself from yourself.
4. The wisdom of diversification:

Asset Class	Sector	Region	Time Horizon	Tax Treatment
<ul style="list-style-type: none"> • Stock, bond, cash • Large, mid, small cap • Growth and value 	<ul style="list-style-type: none"> • Basic materials • Financial services • Real estate • Communication services • Energy • Industrials • Technology • Healthcare • Utilities 	<ul style="list-style-type: none"> • United States • International • Emerging Markets 	<ul style="list-style-type: none"> • Emergency reserves • Non-retirement • Retirement 	<ul style="list-style-type: none"> • Pre-tax • Post-tax • Capital Gains

5. The wisdom of selecting money managers.
6. The wisdom of dollar cost averaging
7. The wisdom of rebalancing.
8. The wisdom of periodic reviews.

The 8 Great Mistakes

(Used with permission from Nick Murray's Simple Wealth, Inevitable Wealth)

- | | |
|--------------------------------------------|---------------------------------------------------------------------|
| 1 Over diversification | 5 Speculating (when you think you are investing) |
| 2 Under diversification | 6 Investing for yield instead of total return |
| 3 Euphoria (overconfidence / greed) | 7 Leverage (used wrong) |
| 4 Panic (follows euphoria) | 8 Letting cost basis dictate decisions (or taxes in general) |

North Star Consultants, Inc. – Insurance Products and Services • CRI Securities, LLC – Securities and Investments • Securian Financial Services, Inc. – Variable Products and Securities
North Star Resource Group offers securities and investment advisory services through CRI Securities, LLC and Securian Financial Services, Inc. Members FINRA/SIPC. CRI Securities, LLC is affiliated with Securian Financial Services, Inc. and North Star Resource Group. North Star Resource Group is not affiliated with Securian Financial Services, Inc. North Star Resource Group is independently owned and operated. 2433312/DOFU 2-2019

Diversification is a method used to manage risk. It does not guarantee against loss. Dollar Cost Averaging does not assure a profit and does not protect against loss in declining markets. Also, since such a program involves regular investment purchases regardless of fluctuating price levels of the investment, consider your financial ability to continue purchases through periods of low price levels. This information should not be considered as tax advice. You should consult your tax advisor regarding your own tax situation. Investments in companies in one specific sector generally involves a greater degree of risk and volatility than an investment with greater diversification. Investments in small, mid or micro cap companies involve greater risks not associated with investing in more established companies, such as business risk, stock price fluctuations, increased sensitivity to changing economic conditions, less certain growth prospects and illiquidity. Investment risks associated with international investing, in addition to other risks, may include currency fluctuations, political, social and economic instability and differences in accounting standards when investing in foreign markets.

