Rational Wealth Solutions

Timeless Investment Principles

The Foundation of a Sensible Investment Strategy.

A famous investor once said, “Investing is simple, but it’s not easy.”

It’s not easy for many reasons, including uncertainty, risk, complexity, emotional biases and time commitment. Despite these challenges, the right investment plan can help build wealth over the long term. The stakes are too high to bet one’s financial future on guesswork.

We believe long term investment success requires a framework based on sound investment principles that have withstood the test of time. We believe these timeless investment principles are the foundation of a sensible investment strategy. They are what allow us to ignore the day-to-day noise and emotional biases that can jeopardize rational thinking and sound investment decision-making.

Summary of Investment Principles

Comprehensive

We believe investors should maintain a comprehensive long-term financial plan that considers multiple aspects of your financial life, assesses risk tolerance and seeks to invest in a diversified mix of quality investments that can be held through the market cycles.

Risk Conscious

A sound investment strategy requires the effective management of risks. This can be achieved by maintaining an appropriate asset allocation, diversifying across different asset types and protecting against various types of risk, such as inflation risk, company-specific risk, longevity risk, reinvestment risk, liquidity risk, market risk, credit risk and concentration risk.

Diversification

Choose investments that are appropriate for your investment objectives and risk tolerance and consider a diversified mix of stocks, bonds and cash equivalents to balance inflation protection, income generation and liquidity needs. For some investors, nontraditional investments such as private investments and alternatives may also have a role.

Quality

The foundation of your portfolio should be allocated to quality investments that have withstood the test of time. Be cautious when considering investments that are new, untested or whose primary attraction is their current popularity. Remember that risk and return are two sides of the same coin.

Strategic

Adjustments to a strategic asset allocation should be made primarily due to changes in your risk tolerance and return objective or income and liquidity needs. Time in the market, proper diversification and periodic rebalancing have proven to be prudent strategies. Thus, investors should focus on a long-term strategy that accounts for life changes while avoiding attempts to time the market. Buy and hold does not mean buy and ignore. Professional, active managers can be utilized to effect changes within a long-term strategy and seek to position portfolios optimally over time.

Tax Aware

The tax impact of investment decisions should be taken into consideration, but it should not be the primary driver of those decisions. The focus should remain on making good investment decisions that align with your overall goals and risk tolerance. Tax-loss harvesting can be a useful tool to help manage taxes, but it should be done in a thoughtful and strategic manner.

ACCESS TO A WEALTH OF KNOWLEDGE AND SOLUTIONS.

The right support makes all the difference. That's why our advisors have access to a team of wealth management professionals. They use their knowledge to tap into the right resources and solutions for your complex wealth challenges. Because when advisors have access to a more collaborative approach, you get access to more sophisticated solutions.

Let's get started.