

Some recent research has shown that investors left to their own accord, may cost themselves as much as 3% annually in investment returns. This is what Tim Richards of The Psy-Fi Blog refers to as “The Human Factor” in this month’s brief video blog. This supports something I have personally said on numerous occasions: “Investment behavior is overwhelmingly the biggest determinant of investor success.” And, this further demonstrates why having a sound financial plan serving as the blueprint for an ongoing, non-emotional investment process is so vitally important. I’m confident you will find this video very informative, and as always, feel free to share it with any friends or family.