



Knowledge is Power

It's Not How You Look; Just That You Win

In today's day and age, many people are more about style and looking good than winning and being successful. Unfortunately, that objective can really hurt you. This is especially true when it comes to investing, as it can really make a big difference in the ultimate value of your retirement plan.

We just got through one of the most competitive time periods of the year in sports over the last couple few weeks, consisting of the high school and college men's and women's basketball championship tournaments and the Masters golf tournament. If you watched these tournaments, you would know that the teams and players who won did not always look real good doing it. In fact, sometimes those champions did some things that looked pretty ugly. However, they won.

The same thing applies to investing in your pre-retirement and retirement years. The markets are a very popular topic right now, especially with the very long bull run continuing since 2009. Obviously, in this type of market you can do really well. And for many investors, it becomes about hitting home runs and maximizing your returns. However, after volatility spiked in 2022, this type of strategy can hurt you pretty quickly.

During your pre-retirement and retirement years, your investment strategy needs to be about winning and not necessarily about looking good. To learn the specifics of this topic, join me this weekend on The Retirement Money Matters Show. The show airs Sunday morning at 8:00 on WWKI (100.5FM), and anytime online at www.theretirementmoneymattersshow.com. You may also obtain information by contacting us at Hayes Advisory Group at 452-PLAN (7526), 800-939-1603 or brian@hayesadvisorygroup.com.