



Deep Rooted Investor Manifesto

1. Don't buy financial products that you don't understand
2. Don't try to time the market and overtrade; you will lose money on the roundtrip due to the bid/ask spread and probably aren't as good at forecasting the direction of the market as you think
3. Be wary of information gaps between yourself and professional investors; Wall Street has invested big bucks to try to outsmart you.
4. Be mindful of fees and taxes; pay as little of each as possible
5. Pay attention to liquidity; your money isn't helpful if you can't access it
6. Don't bet the farm - diversify your holdings
7. Take advantage of buying opportunities / market drops
8. More time before you need the money allows you the opportunity to take more risk
9. If you need assistance, find a trusted adviser
10. When selecting an adviser, be sure you understand how he/she is making money by working with you

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