

THE DNA OF FINANCIAL DECISION MAKING

Behavioral finance explores why humans make the choices they do about money. Build healthy financial habits to break free of the hidden influences that can lead to money mistakes.

HEALTHY HABITS

FINANCIAL FITNESS

Stay financially literate.

SAVINGS SAVVY

Save a little every payday.

PAPER PLANS

Write out your financial plan.

DEFT DIVERSIFICATION

You have nest eggs. How is your basket collection coming along?

MONEY MISTAKES

MATERIALISM

Keeping up with the Joneses can be exhausting, not to mention expensive.

IMPULSE BUYING OR SELLING

Panic selling during downturns can cause investors to exit the market at just the wrong time.

OVERCONFIDENCE

Stubborn is as stubborn does.

FRAMING

It's in the eye of the beholder.



HEALTHY RESULTS

The financially literate tend to have more savings, be less debt-constrained, and spend less time stressing about financial issues.

Life happens. An emergency fund helps soften the blow.

People with written financial plans are more likely to have good investing behaviors, according to a 2019 survey.

Investing in different types of assets, tax-advantaged accounts, and fund styles can help hedge against the risk of one investment performing poorly.

IMPROVEMENT TRACK

BE FOMO FREE

Forget about the fear of missing out. Step away from social media feeds that tempt you to spend more than you can afford.

STAY STRONG

Just like a trainer helps you stick to a diet, a financial professional can help you maintain a long-term financial strategy, so you don't blindly follow the herd.

CHECK YOURSELF

Confidence in your investing skills is good — until it makes you hold a bad investment too long or make a bad bet. Use a financial professional as a sounding board.

RETHINK YOUR PERSPECTIVE

Think of a gift or windfall like any other dollar from a paycheck: Your prize or bonus will probably get taxed a little, but you can also spend a little and save a little

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