

How Investor Psychology Affects Us All

A New Way to Increase and Improve Financial Literacy

Behavioral Finance is a rapidly growing area of study in both the investment and psychology fields. Investors—those growing their portfolio and those using their portfolio for income—need to understand which factors influence their thought process and how the decisions they make impact their investment returns.

"The dominant determination of long-term real-life return is not investment performance but investor behavior."

--Nick Murray
Behavioral Investment Counseling

This unique presentation provides insight, education (and humor) into a somewhat humorless—but extremely relevant—subject. The participants will not only learn the "biases" associated with investment psychology but will be exposed to the following equally important aspects of investing:

History and mechanics of the capital markets
The investment media: investor's friend or "frenemy?"

"It won't be the economy that will do in investors; it will be investors themselves."

--Warren E. Buffett
CEO, Berkshire Hathaway, Inc.

The presenter: Ken Kaszak is both a Registered Representative and Investment Advisor Representative. He has written numerous articles & essays designed to teach non-financial people the relevant aspects of investment planning. Ken remains consistent in his efforts to be both an investment educator and an advisor. (Visit valuekaszak.com to sample Ken's work)

Call **412-390-1122** to discuss how your company, association, or non-profit can benefit from this class. People are interested in this subject—or afraid of it. In either case, this special presentation will advance the audience on the investment learning curve. A promotional brochure will be provided and customized for the date, location, and time of the event at your location.

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