

New Year's Resolutions – Investment Checklist
Eads & Heald Investment Counsel
www.EadsHeald.com

1. Make sure your investment advisor does not have distribution authority or other access to your funds beyond trading or fee deduction.
2. Find out exactly how your investment professional is paid. Using a percent-of-assets fee appropriately penalizes your investment manager if he/she allows your assets to decline in value.
3. Do not look at your statements or holdings more than once a month. Investing is a long-term game. Find a professional and a long-term strategy you're comfortable with and let time work its magic.
4. Ensure your investment professional holds the CFA (Chartered Financial Analyst) designation. The CFA designation is the worldwide gold-standard for investment analysis and investment portfolio management.
5. Review your portfolio for high-load funds or other expensive investment products. With rare exceptions, there is very little reason to hold high-load investment products and they are usually not in your best interest.
6. Insist on quarterly and annualized performance results, prepared in accordance with GIPS (Global Investment Performance Standards). If your investment professional cannot provide percent returns for your portfolio(s), net of fees, how do you know how you're doing?
7. Do not allow the negative psychology of the current market to trick you into selling your stocks at exactly the wrong time. Current valuations may represent the greatest buying opportunity in a long time, although risks clearly remain.
8. Have faith in the U.S. economy. The world is not ending and the country is not going to collapse. We will recover.
9. Recall that you must outpace inflation in the long-run. Stocks are the single best investment vehicle for potentially beating inflation over long periods of time.
10. Assess your spending and saving habits. Eliminate and trim spending where feasible. Stated very simply, try to spend less on unnecessary items. Always ask yourself if the purchase you are about to make is necessary or impulse.