



Knowledge is Power

## **It's Not About How You Look; It's Just That You Win**

In today's day and age, many people are more about style and looking good than about 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.

In sports, over the last couple of weeks, we just went through one of the most competitive seasons of the year. It consisted of the college basketball championship tournaments and the Masters Golf Tournament. If you watched both of these tournaments, you know that the teams and players who won did not always look very 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 their returns. However, after volatility spiked earlier this year, 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 more about the specifics of this topic, join me this weekend on The Retirement Money Matters Show. The show airs on Saturday afternoon at 4 on WFRN (93.7 FM), Sunday morning at 8 on WWKI (100.5 FM), or anytime online at [www.theretirementmoneymattersshow.com](http://www.theretirementmoneymattersshow.com). You can also obtain this information by reaching out to us at Hayes Advisory Group at 765-452-PLAN (7526), 800-939-1603 or [brian@hayesadvisorygroup.com](mailto:brian@hayesadvisorygroup.com).

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