



**INVESTMENT
CONCEPTS, INC.**
SAGEPOINT FINANCIAL

Common Investment Mistakes to Avoid

- Making investment decisions based on emotions and not on facts
- Choosing investments that are not suited to your goals or investment time horizon
- Failing to diversify, putting all your eggs in one basket
- Reacting to short-term events and not to long-term trends
- Trying to time the market
- Buying “hot” investments with no sound basis for your decision
- Allowing fees, expenses, and/or commissions to become the major factors in making an investment decision
- Allowing fear or greed to drive your investment decisions

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