PACIFIC CAPITAL

July 13th, 2023

Hello First name / friend,

In many ways, investing is like golf.

- Golf requires patience and focus
- Golfing has ups and downs
- Even pro golfers mess up
- You’re better off with a professional coach & caddy
- Golf can be stressful, even emotional
- Sometimes you get lucky in golf
- Golfing hundreds of times doesn’t automatically make you better at golf
- You may love golf, while your spouse has no interest at all
- You pack a bunch of different clubs, each for different types of shots

I’m going to focus on that last bullet point. Just as a golfer doesn't rely on a single club to navigate an 18-hole course, you shouldn't rely on a single investment for your portfolio, or even a single source of income for your “retirement.” Different clubs, like the driver, iron, sand wedge or putter, are used depending on the distance, terrain, or specific strategy – each plays a unique role in achieving the end goal.

Similarly, different types of investments are effective for different financial goals, market conditions, and risk preference levels. Too often we come across investors who are over invested in one company or even one category, leaving themselves exposed and vulnerable.

In investing, as in golf, diversification – using a mix of different 'clubs' – reduces the risk of letting one bad swing, or one poor-performing asset, ruin your game. It's about having the right tool for each situation, thereby increasing your chances of achieving your goals in all kinds of conditions. So, as in golf, make sure your financial game includes a diversified 'bag' of investments to handle life's various 'shots.'

If you’d like us to “inspect your golf bag” and see which clubs you might be missing, **click here** to speak with our **PACIFIC CAPITAL** team.

Sincerely,

SCHEDULE A CALL

REFER SOMEONE