



Your Financial Behavior Report

Carol Pocklington: Facilitator

Provided by your advisor: **Chris Coddington**

Facilitators are good at guiding people with feelings yet with the determination to reach goals and accomplish tasks.

Your Financial Behavior

Your results show that you take a balanced approach to money. This means you're fine with taking some calculated risks to make some gains, but prefer not to put all your eggs in one basket.

Your Behavioral Biases

These biases may get in the way of wise decision making. Your advisor will discuss strategies to help you manage your instincts in your financial plan.

Newness Bias - Likely to give more weight to recent information and ideas.

Mental Accounting - Likes to put money into separate buckets for specific purposes.

Your keys to adopting a plan

- Expect/encourage my out-of-the-box thinking
- Encourage me to brainstorm
- Honor my need to reflect and think



Risk behavior

Safely manages risks and able to see pitfalls
Higher scores are associated with higher risk takers.



Financial relationship management

Delegates to advisors and results driven
Higher scores indicate the more time and energy you wish to spend working with your financial adviser.



Financial planning management

Saver and appreciates spending freedoms
Higher scores are associated with financially organized investors, and indicate tendencies to save money and follow budgets.



Wealth building motivation

Pursues goals and is often ambitious
Higher scores are associated with high goal-setting and ambitious investors who set and ambitiously pursue goals.



Financial emotional intelligence

Likely to recognize and balance emotional impulses with logic
Higher scores represent emotionally intelligent investors who will be able to more effectively recognize and balance their impulses.

The Importance of Understanding Your Financial Behavior

For advisors to provide valuable advice, it is key that they understand you and your goals. Measuring and discussing your financial behavior is a first step for your advisor to get to know you. Your financial behavior describes how you make decisions around money, your communication style, how you react to market events, and what motivates you to achieve your goals. These elements help drive a financial plan that is appropriate and custom for you.

Other factors may influence the investment strategy that is ideal for you such as;

- Amount of time you planned to achieve your goals
- Risk and return required to achieve your financial goals.
- Experiences such as education, upbringing, and life lessons that may have changed your approach to finances throughout your lifetime.

Share Your Financial DNA With Others

Share your results with family members and other mentors. The below guide illustrates how the 10 unique styles are similar or different to others.

