



Your Financial Behavior Report

Leon Morales: Initiator

Provided by your advisor: **Hugh Massie**

Initiators like to take bold, aggressive actions and create the rules.

Your Financial Behavior

Your results show that you take an accumulation approach to money. This means you like to invest in the right opportunities when it comes to investing, but prefer not to take on too much risk because accumulating wealth over the long term is your main objective.

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.

Over Confidence - Can think they are more successful at investing than they really are.

Fear of Regret - Hesitant in case will miss out on a potential gain from the next best thing.

Your keys to adopting a plan

- Allow me plenty of freedom
- Use graphics and verbal communications
- Present me with opportunities

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.



Risk behavior

Risk taker and tolerant of losses

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

Desire to spend and appreciates spending freedoms

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



Wealth building motivation

Prefers flexible 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.