

Is Self-Management of Your Financial Assets in Your Best Interest?

- Is portfolio management and financial analysis truly one of your core skill sets?
- Have you analyzed and determined what blend of markets maximizes the likelihood of achieving your required rate of return with the lowest level of volatility?
- What are your investment goals?
 - How will you determine if your asset allocation is likely to achieve those goals?
 - What research resources are available to you to develop strategy and support tactical investment decisions?
 - Is the research proprietary in nature or widely known and disseminated?
 - If the research is not proprietary to you, how do you attempt to verify the accuracy of the information?
 - Do you believe anything in particular about a market condition that is not widely known or is misunderstood by other market participants?
 - How do you measure and track your performance?
- Have you demonstrated to yourself over a sufficiently long measurement period an aptitude for making strategic allocation decisions for your account?
- Would you consider your approach a well thought-out, highly disciplined process or more “seat of your pants”?
- Is there a higher value or more enjoyable use of your time?

Fisher Investments believes the market is a rapid and efficient discount of all widely known information. Therefore, we believe the only way to add excess return to a portfolio over time is to act on data that are not currently widely known by other market participants or by interpreting widely known data accurately and differently than other market participants.

The foregoing constitutes the general views of Fisher Investments and should not be regarded as personalized investment advice or a reflection of the performance of Fisher Investments or its clients. Nothing herein is intended to be a recommendation or a forecast of market conditions. Rather it is intended to illustrate a point. Current and future markets may differ significantly from those illustrated here. No guarantee is made regarding the accuracy of any market forecasts or the success of any investment strategy. Investing in the stock markets involves a risk of loss. Investing in foreign stock markets involves additional risks, such as the risk of currency fluctuations. Past performance is never a guarantee of future returns.