

**RAY**  
**BEHAVIORAL WEALTH, PLLC.**  
*Functional Investing*

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# Introduction



Ray Behavioral Wealth is a financial advisory team in Ocala, The Villages, and Winter Park, FL. Using our combined 47 years experience, we address the *TWO CORNERSTONE ISSUES* that all individuals and families have regarding their wealth:

- ◆ *Will I make it?*
- ◆ *Do I have any financial blind spots ... is there anything I have overlooked?*

These questions are asked by those looking to ensure their most treasured life goals are funded ... perhaps a parent's long-term care, a grandchild's education, or a charitable endowment.

It is also asked by those wondering if they themselves have adequate resources to fund their retirement lifestyle, as well as unexpected financial blind spots.

**Successfully answering these two questions is, in no small measure, a product of:**

- 1) Investor BEHAVIOR**
- 2) The QUALITY of INVESTMENT CHOICES**



# Behavioral Wealth

**“Behavioral Wealth” focuses on the investment choices under the control of the investor, not the performance of the market over which we have no control.**

*“Professional traders on Wall Street are not crying over the plunge in the Dow. They are rubbing their hands with glee. When prices go back up, those who had much will have even more. It is greed, not because (they) have stolen the money, but because they have shoved the retirees off of the boat, using fear tactics ... and then they have simply taken their place.”*

PHIL HARRIS

*“The investor’s chief problem - and his worst enemy - is likely to be himself. In the end, how your investments behave is much less important than how YOU behave.”*

BENJAMIN GRAHAM

**PERFORMANCE is the RESULT OF GOOD INVESTING HABITS ...  
NOT the REASON to INVEST.**



# Functional Investing

A measurable, holistic process... for determining how and where to invest

*If your portfolio is a source of stress or uncertainty, share with us your most pressing concerns. We'll show you how to “stress test” your plan ... before the market does.*



# Functional Investing

A measurable, holistic process... for determining how and where to invest

**A prescription without a diagnosis ... is malpractice.** You wouldn't fill a prescription from a doctor who didn't know anything about your health. Don't take investment "prescriptions" from anyone who doesn't take the time to get to know you as well.

We get to know you, BEFORE we make recommendations by *employing a well defined process:*





# Functional Investing

A measurable, holistic process... for determining how and where to invest

We call this process “**Functional Investing**”:

## ***STEP 1: Getting to Know You***

During this session we ask questions covering a wide (holistic) range of topics including retirement goals, careers, family, finances, health, investment experience(s), risk, and estate planning.

## ***STEP 2: Goal Planning and Monitoring (GPM) Review and Discussion***

This is a VERY open, candid, and interactive session, where we review your input from Step 1 and look at differing scenarios. This is also a good opportunity to test how well we listened to you! The GPM process will provide a very definitive indication of the “cash flow sustainability” of your goals.

## ***STEP 3: Discuss Specific Recommendations***

To the extent changes to your current plan are needed to realize your goals, we make specific recommendations. We will share how to get the most value from GPM and our team. We will also review how we are compensated.



We can help you ask a  
better question:

**From:** *Is this a good investment idea?*

**To:** *Is this a good investment idea for ME?*



# 5 Questions ... You've Never Been Asked

Question 1:

**What plan do you have to double your  
income during your lifetime?**

(We have 4 more ...)





# Media & Volatility

RAY BEHAVIORAL WEALTH  
A BUFFER Between You & the Market

5 Questions

Functional  
Investing

Due  
Diligence

Suitability

Estate  
Strategy





# Our Values & Beliefs

**PRINCIPLE #1:** The foundation of our investment philosophy is that success in the market is primarily a function of investor behavior.

**PRINCIPLE #2:** An investment portfolio should have simple, easy to understand measurements, so you know where you stand.

**PRINCIPLE #3:** There is a difference between permanent loss and temporary decline (fluctuation) ... and between investor returns and investment returns.

**PRINCIPLE #4:** There is no such thing as "NO RISK".

**PRINCIPLE #5:** Underestimating inflation and life expectancy are among investors' most common mistakes.



# Our Values & Beliefs, cont'd ...

**PRINCIPLE #6:** The issue isn't whether what you hear or read is accurate, but whether it is APPROPRIATE for YOU.

**PRINCIPLE #7:** "The first step to recovery is to stop doing the wrong thing. It's an old principle; you don't have to make it back the way you lost it." (Warren Buffett)

**PRINCIPLE #8:** We believe the financial fortunes of our clients should move in concert with ours. Our remuneration should be based on the quality of our advice ... which means it should go up and down in the same proportion as the value of the client assets entrusted to us.

**PRINCIPLE #9:** Our clients can expect us to be knowledgeable about them and their financial needs, wants, and wishes. They can expect our recommendations to reflect their interests first.

**PRINCIPLE #10:** DISCIPLINE is FREEDOM.



Please visit our web-site  
[www.raybehavioralwealth.com](http://www.raybehavioralwealth.com)

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# Final Thought ...

*“The way you achieve long-term financial goals, is with a long-term financial plan. The portfolio is certainly one very important element of that plan.*

*“But a portfolio is not, in and of itself, a plan.*

*“People with plans - make it financially. People chasing performance, as a substitute for planning, never make it.”*

NICK MURRAY



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