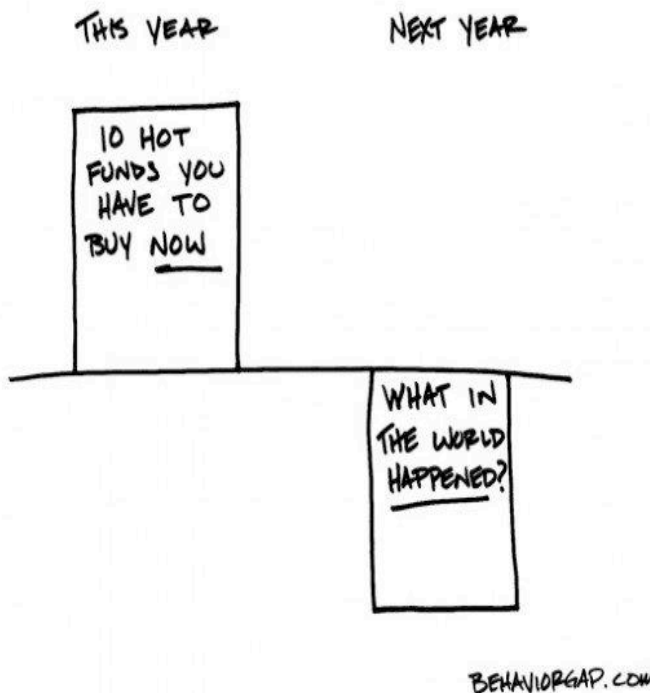


## Investment Tip of the Month

Money Magazine, Worth and other financial magazines continue to offer investment tips as do radio and TV commercials. The latest “tip du jour” or perhaps it is the “tip du anne’e” is to buy gold. Because investing can become such an emotional event, it is easy to take these “investing tips” as something to which you should pay attention. The sketch below tells the real story. Never forget that magazines are in business to sell magazines. Radio & TV stations stay in business as long as they can sell commercials. Investing is a journey. It is not a way to get rich quick. Stay away from tips that are really telling you how well this or that mutual fund did well last year. Track record investing is contrary to the advice that all mutual fund ads carry i.e. Past Performance is no Guarantee of Future Results .



## New Video

I have created a video about my business that also talks about fees and fiduciary responsibility. It runs about 2 minutes and you can access it at

<http://www.youtube.com/watch?v=pE-fqN5uXxQ>

## The Bonus of the Month

This month's bonus discusses the difference between advisors who operate as fiduciaries and those who operate through broker dealers. We talk about the difference between putting the interest of the client first versus selling product to the client that is deemed “suitable”. We also touch on the difference between advisors who receive a fee for their counsel versus broker dealers who receive commissions. A colleague of mine was approached by a business owner who said "Oh, so you're in financial services; you're the ones who turn peoples' money into commissions." Although that was a trifle harsh, being commissioned based can create a conflict of interest.



## In Closing

Spring has been late in coming to Park City  
Nonetheless I continue to wish you:

Blue Skies

Green Lights

A Successful Portfolio

**Referrals are appreciated!!!**