



Your Small-Town Doctor of Financial Planning Says:

Keep Emotions Out of Investment Decisions

One of the most important things The Kelly Group does for our clients is to help them keep a sense of rationality in the face of media culture that thrives on creating unease. Like that old time family doctor, we make it our mission to provide a calming influence even during the most violent storms, helping our clients make clear-headed decisions for themselves and their family.

Take the first half of 2023. There were many reasons for an investor to be concerned about the markets. Bank failures, the specter of inflation and recession, the ongoing war in Ukraine, the seemingly inevitable political battle over the debt ceiling with the risk of a government shutdown, etc.

But as investor Peter Lynch famously said, “The real key to making money in stocks is not to get scared out of them.” Amid well-nigh universal pessimism, we didn’t get scared out.

Rather, we stayed focused on our goals and our long-term plan with confidence that the managements of the companies we own through our mutual funds were husbanding capital with diligence while they sought out new and potentially greater opportunities amid the adversity.

From an investment perspective, the best reaction to scary headlines is no reaction. Is it possible that a lifetime of patient disciplined investment success is just that simple? We at The Kelly Group certainly believe it can be, and we sincerely hope you do too.

But we—and you--will continue to be tested in the coming months and years. So to prepare us for the next crises, whatever they may be, here is a brief recitation of our investment principles:

- We are long-term, goal focused, planning driven. We act continuously on our plan, as opposed to reacting episodically to current events and conditions.
- We’re convinced that the economy cannot be consistently forecast, nor the market consistently timed. We infer from this that our best chance for investment success is to ride out the frequent, sometimes significant, but historically always temporary declines.
- These will continue to be our bedrock convictions that inform our investment policy as we work with our clients to pursue their most cherished financial goals.

If you would like to discuss how to create and implement a long-term financial plan and wealth management strategy, please feel free to contact The Kelly Group team.



The Kelly Group

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