

What Type of Investor Are You? – A Checklist

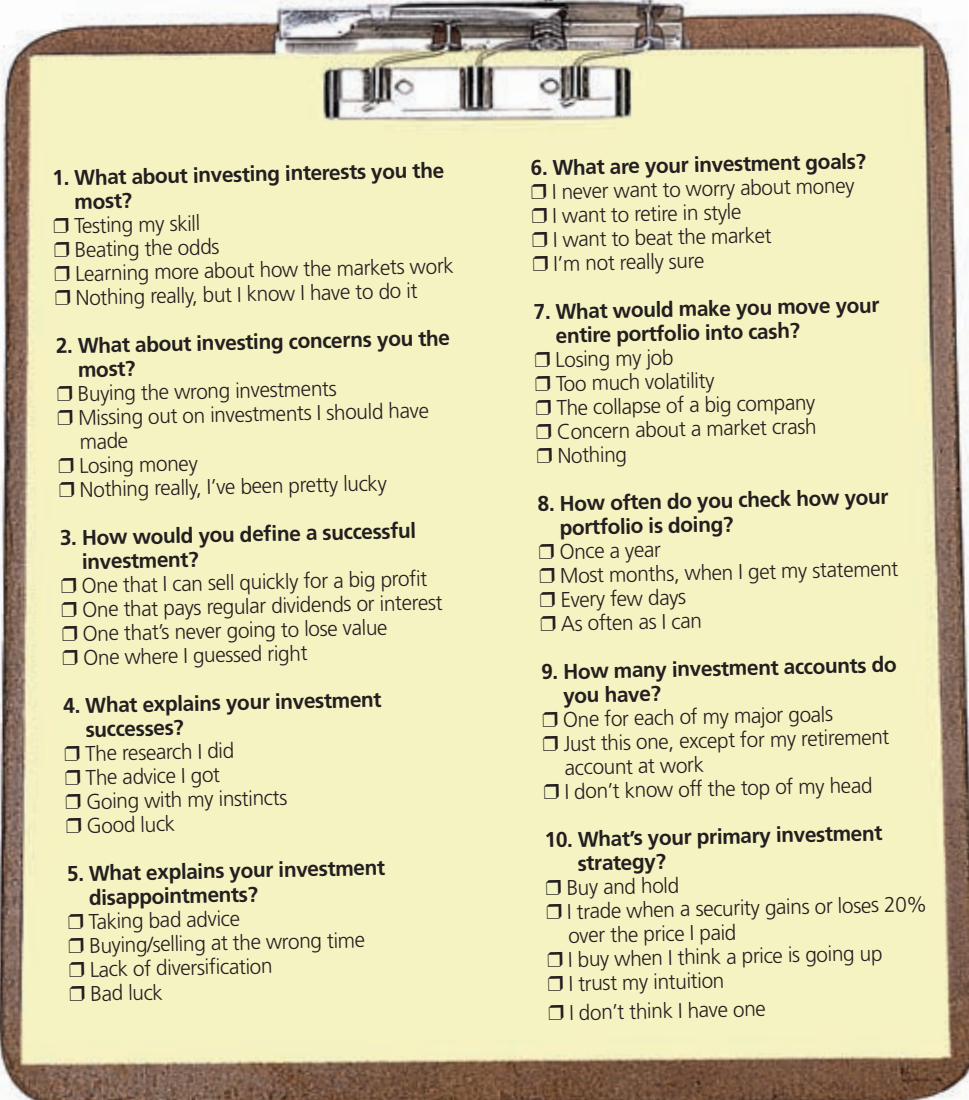
Investing brings out a broad range of emotions: some investors feel they are successful only if they beat the market, while others are happy not to lose money.

The Risk Profiles and Investment Objectives you complete with your Financial Advisor may not catch all these individual differences. The reason is that those are logical questions, and investing can be, well, illogical at times.

This checklist is designed to help your Financial Advisor get beyond the surface to the things that drive you as an investor: your motivations, your hidden preferences, your biases.

What type of investor are you? Complete this checklist and find out.

Upon completing this questionnaire, feel free to talk to your Financial Advisor about your answers to these questions. Not only does it help your Financial Advisor better tailor an appropriate long-term investment plan to your needs, it may help you to know yourself better as an investor.



1. What about investing interests you the most?

- Testing my skill
- Beating the odds
- Learning more about how the markets work
- Nothing really, but I know I have to do it

2. What about investing concerns you the most?

- Buying the wrong investments
- Missing out on investments I should have made
- Losing money
- Nothing really, I've been pretty lucky

3. How would you define a successful investment?

- One that I can sell quickly for a big profit
- One that pays regular dividends or interest
- One that's never going to lose value
- One where I guessed right

4. What explains your investment successes?

- The research I did
- The advice I got
- Going with my instincts
- Good luck

5. What explains your investment disappointments?

- Taking bad advice
- Buying/selling at the wrong time
- Lack of diversification
- Bad luck

6. What are your investment goals?

- I never want to worry about money
- I want to retire in style
- I want to beat the market
- I'm not really sure

7. What would make you move your entire portfolio into cash?

- Losing my job
- Too much volatility
- The collapse of a big company
- Concern about a market crash
- Nothing

8. How often do you check how your portfolio is doing?

- Once a year
- Most months, when I get my statement
- Every few days
- As often as I can

9. How many investment accounts do you have?

- One for each of my major goals
- Just this one, except for my retirement account at work
- I don't know off the top of my head

10. What's your primary investment strategy?

- Buy and hold
- I trade when a security gains or loses 20% over the price I paid
- I buy when I think a price is going up
- I trust my intuition
- I don't think I have one