VERITAS
FINANCIAL KNOWLEDGE IS POWER…BE EMPOWERED!

VERITAS Financial Services, LLC
506 East Mill Street Suite 101
Plymouth, WI 53073
920-893-5262

2380 Hwy 44 Suite K
Oshkosh, WI 54904
920-251-4862
www.veritasinvesting.com
www.facebook.com/veritasinvesting

**2017 2nd QUARTER NEWSLETTER**

## The good Advisor

By: Margaret Wittkopp, President

The first thing you might consider is what does a "good" advisor look like? So often I hear, "he (she) is SO NICE." Is being "nice" the criteria you want to use for someone charged with your financial future?

If being nice is the criteria, then you can find that at almost any brokerage business, bank broker, insurance agency etc. Maybe that is why so many investors have trouble deciphering the difference. They really don't see or have not experienced any difference. The firms who hire the "nice" guy or gal would have you believe that is all it takes. They hire and train _Sales_ people. So no wonder this is such a quandary.

There is a big difference between trained to sell stuff and an educated, disciplined fiduciary. The first will tell you whatever it takes to sell you or keep you as a client. They focus on your feelings. They offer "ideas" that are designed to "feel good" in the moment. Whether it is a new product or moving to cash when the news gets too difficult. The main attribute they lack is discipline. On the other hand the person acting in a fiduciary role is going to stand for what is in YOUR BEST INTEREST, even when it doesn't "feel good." The fiduciary has a set of criteria to measure your success and maintains a disciplined approach to your financial well-being at all times. The DISCIPLINED FIDUCIARY will tell you what you need to know NOT necessarily what you want to hear. And they back it up with sound academic, non-biased evidence. THEY have your back and will refrain from doing that which will hurt you financially.

The next thing you should consider is the type of firm they work for. Does the firm engage in the practice of "revenue sharing?" (do they receive a "kick-back" for selling certain funds)? Do they advocate high cost funds and annuities with lots of hidden fees due to high turnover rates? Do they rely on Morning Star ratings or other past performance to sell you on a product? These among many other sales pitches should be a cautionary, tell-tale signs you are in the wrong place. Unless you like that kind of thing. But some people actually prefer a sales pitch. It makes them feel important.

So…the question is…do YOU want someone to tell you what you want to hear (to feel good in the moment), or tell you what you need to know to protect and grow your financial freedom for a lifetime. **MW**

## Lessons from History

By: Jeremy Burri, Operations

Market History can teach us some important lessons about patience, and doing what isn't always easy. Today one of the most common concerns raised by investors is the performance of Non-US stocks or the foreign sector. People try to explain why international stocks have lagged US stocks with well-reasoned arguments. But the truth is there isn't likely one singular reason, and market leadership will come and go between the US and international stocks over long periods of time The temptation in today's market is to shift out of, or even abandon the foreign sector, and go heavy into US stocks. History will teach us that there is a risk to pursue the obvious. Let's look at some market history from 2002-2016. Assume you were an investor and in your portfolio you had $200,000. You were going to make a simple 2 fund portfolio. In January of 2002, you put one half in the S&P 500 Index (US), and one half in the EAFE Index (Int'l). At the end of 2009 your investment in the S&P 500 Index would have been work $113,483 and your investment in the EAFE Index worth $166,688. Total Value = $280,171. the EAFE Index, or Int'l stocks had out performed US for all but _one_ of the years from 2002-2009. At the end of that time, what might the temptation have been? Thin out your US Holdings? Phase them out? After all, everyone knows that Int'l is better than US, right? Clearly after 8 years the evidence points conclusively to the fact that US stocks are not as good as international stocks. (I am being sarcastic I hope you can tell).

Had you simply left things as is, and not altered the portfolio, at the end of 2016 the total value would have been $480,785. Had you changed course, sold _out_ your US funds in favor of the hot Int'l sector, your total value would have only been $363,999. Why? Because from 2010 through 2016, *US then outperformed the EAFE Index all but one of the years*. The trend, for whatever reason, reversed, and now US has lead the markets. The reason it reversed isn't really the point. "The point is that chasing returns got you in trouble".

At Veritas, we always follow the disciplined approach. We don't always tell you what you want to hear. We don't jump on the newest fads, hot investments or move you to cash to make you "feel" good. But this approach has historically provided investors the strongest returns over time, versus speculating and gambling through chasing trends and following false patterns. **JB**

## Upcoming Veritas Events For Clients & Friends

## SAVE THE DATES

### *Making Your Investment Garden Grow*

***SUCCESSFUL LIFE LONG INVESTING***

*Thursday, May 11th Oshkosh*

*Wednesday, May 17th Plymouth*

***Watch for your invite!***

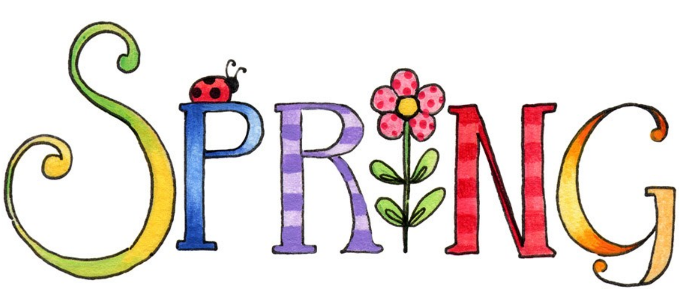
### *YOUR FINANCIAL SUCCESS IS IMPORTANT!*

**Starting in 2017**

### *TAKE INVENTORY*

Every year we should assess your progress toward your objectives and financial goals. Are we in alignment to meet your most important goals? What could derail you? What might get you there faster? To achieve your goals requires focus and commitment by both of us. Call to set up a time with your advisor/Coach. Do it now.

JUST DO IT!!




## *Say I Do!*

We did to our ***Investment Futures***

**See you at our next AWESOME ENGAGING EVENT in May!**