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### 2017 4th QUARTER NEWSLETTER

## TESTING.....TESTING.....1...2...3

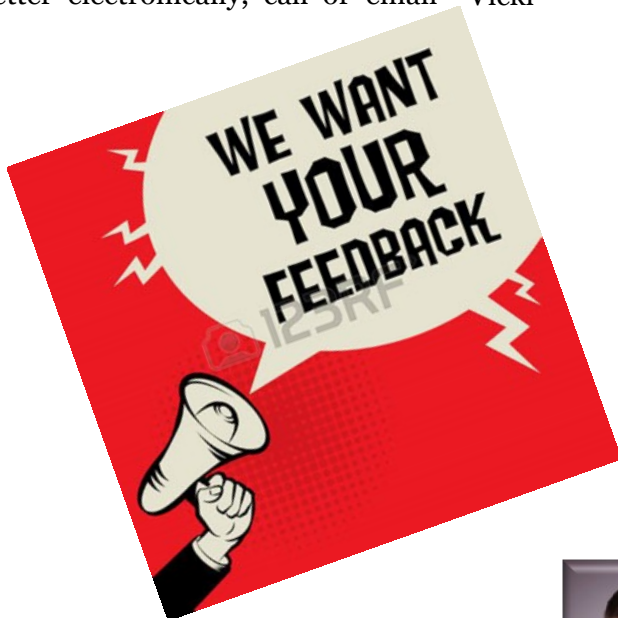
### ARE YOU READING THE VERITAS NEWSLETTER?



Call or email Vicki....920.893.5262

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Also, let her know if you would like to receive our newsletter electronically, call or email Vicki



## NO FREE LUNCH

By: Jeremy Burri, Operations



One of my wife's favorite shows on Netflix is "Once Upon a Time". This show incorporates many fairytale characters brought to life in an imaginary town called Storybrook. Rumpelstiltskin, the sometimes good, sometimes evil resident sorcerer has a saying that goes: "All Magic has a Price". The other characters often would come to him asking for magical favors to fix their problems, but the solutions never seem to work out as intended.

Many investors search out a "Rumpelstiltskin" to fix the problems with their investments- even when no problem exists. Here are three commonplace situations.

**Problem: Market Crash** One of the "magic spells" that is often sold in my industry is the promise of market rates of return, with no downside. If you think that this

sounds too good to be true, you are right. The Insurance industry has created a tsunami of Variable Annuities and Fixed Indexed Annuities to capitalize on your fear. They all usually come with some of the following: long surrender periods, high fees, complicated earnings methods, guarantees that are misleading, and adverse tax consequences. When it comes to the stock market remember this: **there is no free lunch**. Without risk and volatility, there is no return. It is no wonder that these products comprise the majority of complaints with Insurance Commissioners around the country.

**Problem: I Want More Returns-** We all know the saying, patience is a virtue. Sometimes the allure of massive returns earned by others will entice investors to forsake the rules of prudent long term investing [own equities, diversify, rebalance] in order to attempt to make a big return in a short period of time. The Tech bust, Real Estate crash, and Commodities crash all come to mind. This could also be trying to play the stock market, and beat it by being a good stock picker. Confusing speculation with long term investing is often a very costly mistake. While a few lucky speculators do get it right, the vast majority of them lose.

**Problem: I Can't – or Don't Want To- Think About This** Sometimes investors just want someone to take care of it all for them. Make it easy and just handle it all. Enter the financial advisor who promises it all. The investor trusts them, and takes recommendations without question. How does the investor select that advisor? Does the firm have a nice fancy office? Is the advisor just the nicest person ever? Are they a big national firm that they feel is "safe"? Do they show them track records of all of the mutual funds they offer? Or is it because of all of the acronyms after their name (CFP, CFA, LUTFC, etc). One thing I can almost guarantee: *it was **not** because of the advisor's knowledge in areas such as the efficient market hypothesis, modern portfolio theory, or factor investing.* Often times, the end result in this situation is client losses. While the company and advisor many have won you over with any number of their attributes listed above, at the end of the day HOW they invested your money will determine how well you did. Here is an analogy. If you needed complicated and dangerous open heart surgery, no one would expect you to do the surgery on yourself. But you would need to know how to properly evaluate each prospective surgeon and their methods and approaches. I am sure in that situation you probably are not as concerned with the décor of the facility, their demeanor and bedside manner, etc., as you are with their likelihood of doing your surgery correctly.

At Veritas, we don't offer shortcuts or magic investment beans. But we can help you stay disciplined and informed about your financial future. Please give a call any time if you have any questions or concerns. We hope you have a wonderful fall, and join us in December at our holiday open house and year in review. **JB**

## Upcoming Veritas Events For Clients & Friends

### SAVE THE DATES

#### ***Retire Right*** ***Plymouth High School*** ***Room B123***

*Tuesdays, October 10th & 17th*

*6:30-7:45pm cost \$16\**

*Charged by Community Ed*

#### ***Mind Over Money*** ***Veritas Plymouth***

*11:30-1:00 & 6:00-7:30pm*

*Wednesday, November 15th*



#### ***Holiday Open House***



*Wednesday, December 6th, Plymouth*

*Thursday, December 14th, Oshkosh*

*If you or anyone you know is a*

***Kohler Union member***

***We will have 401K education courses***

*October 9th & 19th*

*12:30pm, 3:30pm, 7:00pm*

*Call us for details*

#### ***YOUR FINANCIAL SUCCESS***

#### ***IS IMPORTANT!***

***Starting in 2017***

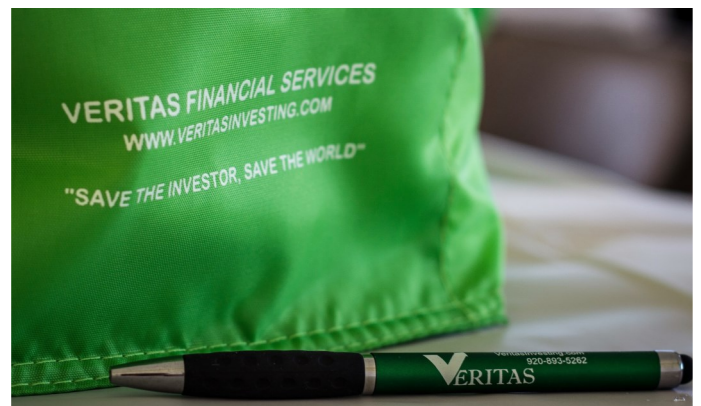
#### ***TAKE INVENTORY***

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!!**

## ***Reclaiming Your American Dream***

*We are.....*



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ADV form are available upon  
request at anytime**