



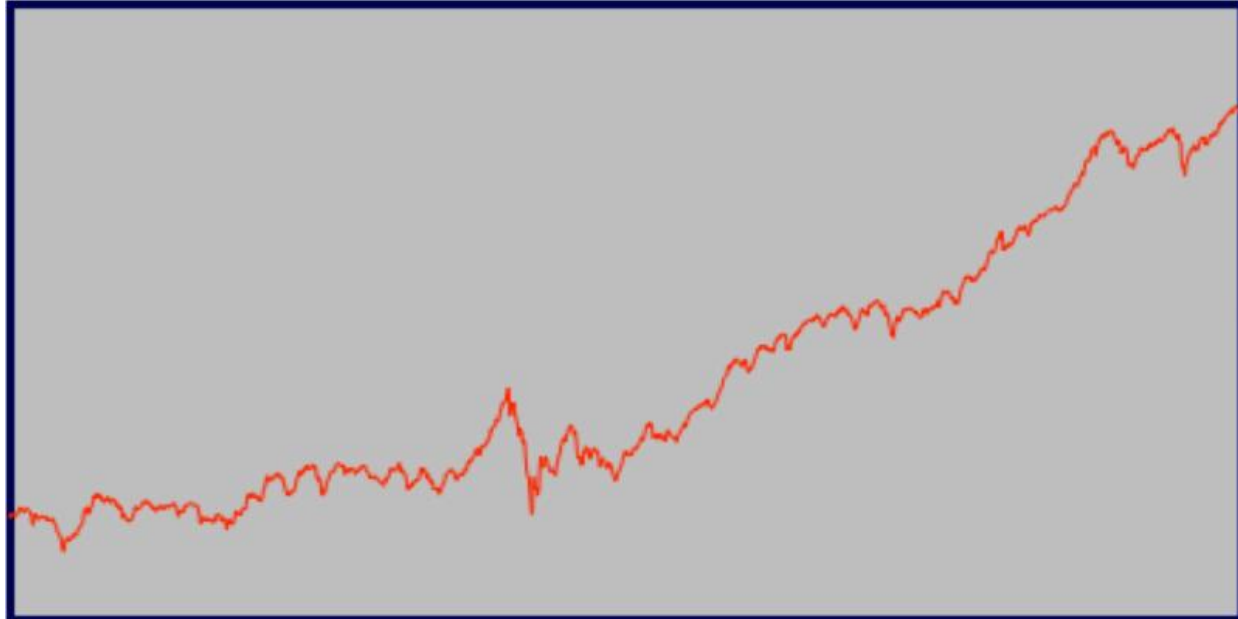
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**Make An Appointment!**

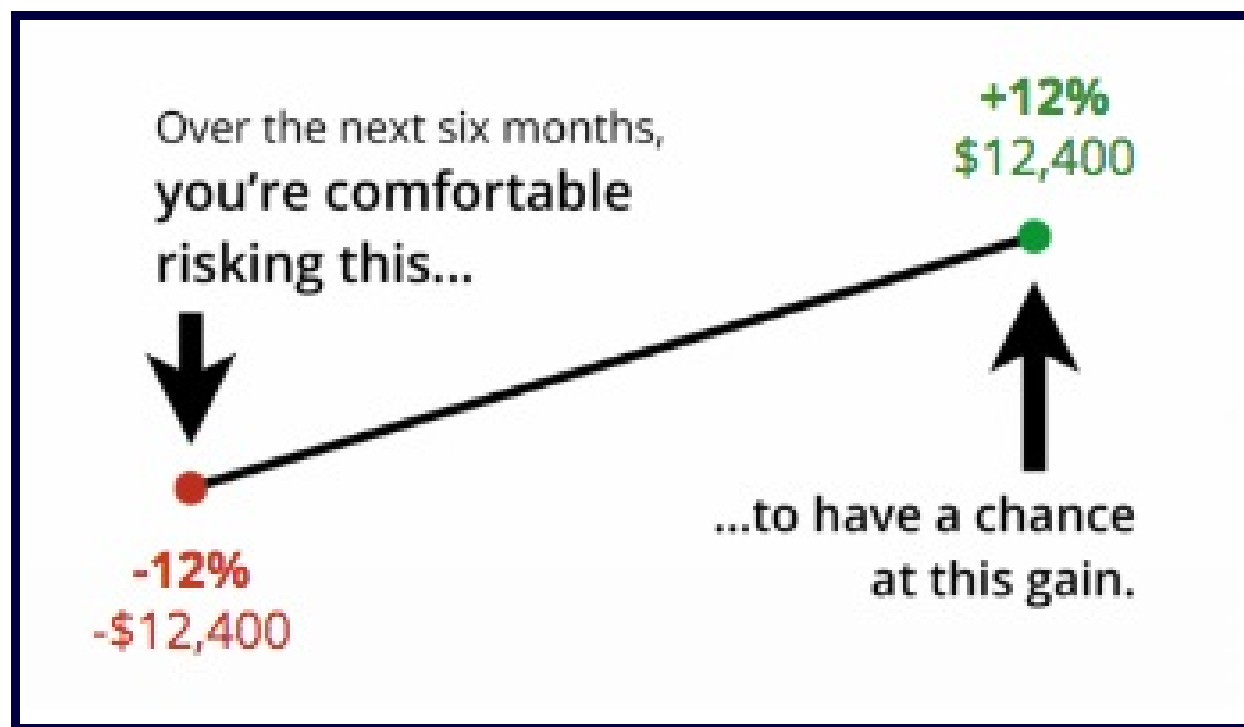
## **THINGS THAT GO BUMP IN THE NIGHT!**

Investors do not like the uncertainty of things that can go "bump in the night" - especially around an important holiday such as Halloween. Often when there is uncertainty (and related volatility), there is also opportunity. We are not suggesting that one should hide in the bushes to scare our little goblins away from their trick or treating spree and then help ourselves to the winnings of candy from the bowl. Rather, we suggest simply looking at the long term data before forming an investment opinion. Challenge yourself to pick out the 20% drop in the S&P 500 that occurred exactly 30 years ago on October 19, 1987 from the chart shown below.



## FEARLESS INVESTING SUMMIT!

One of our software vendors named Riskalyze recently staged their first annual Fearless Investing Summit in Reno, NV. The lineup of speakers was impressive and the content highly relevant to long term investing for "real" people who often succumb to emotions when making important decisions that can affect their goals that may be years - if not decades - in the future. One recent headline mentioned how investors viewed this was an excellent time to be investing in the equity markets. The reality is that March of 2009 was a much better (but much scarier) time to put money to work. Read [MORE!](#)



*Powered by Riskalyze*

## GAUGE YOUR RISK!

Humans have an incredible knack for doing the exact wrong thing at the exact right time. There is an old joke that harps upon this theme. Client questions: The market goes up and you do not do anything; the market goes down and you do not do anything; why am my paying you these fees?

Advisor responds: So that when the market goes up and the market goes down YOU do not do anything! Understanding our own risk tolerance is the first step in building and adhering to a solid investment strategy that will help us reach our financial goals. We utilize a tool named Riskalyze to accurately and quickly gauge your risk tolerance. Gauge **[RISK!](#)**

## JOIN US FOR AN UPCOMING EVENT!!!

### Investment Class Series

We have something new this Fall! In an effort to better educate our friends and clients, we are offering an investment class series every Wednesday evening in October and into November. This is a five-part series that can be taken all in one fell swoop or a-la-carte. It will be offered in-person at JQR Capital and may even be recorded for virtual access after each class. There will be a 20% discount for students who sign up for the whole series. **[REGISTER!](#)**

2017-10-11: Investments 101 - Markets at JQR Capital from 7:00 to 8:30 PM. **[REGISTER!](#)**

2017-10-18: Investments 201 - Bonds at JQR Capital from 7:00 to 8:30 PM. **[REGISTER!](#)**

2017-10-25: Investments 301 - Stocks at JQR Capital from 7:00 to 8:30 PM. **[REGISTER!](#)**

2017-11-01: Investments 401 - Funds at JQR Capital from 7:00 to 8:30 PM. **[REGISTER!](#)**

2017-11-08: Investments 501 - Portfolios at JQR Capital from 7:00 to 8:30 PM. **[REGISTER!](#)**

### Simsbury Spooktacular Chili Challenge

We will have a tent for the Simsbury Spooktacular Chili Challenge from 12:00 PM to 5:00 PM on Saturday, October 28 at the Simsbury Meadows Performing Arts Center. There will be delicious food, fabulous bands, and trick-or-treating. The first 100 visitors to visit our tent in costume will receive a special gift. Learn **[MORE!](#)**

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