

# What Is Evidence-Based Investing?

(Hint: It's the *Evidence* That Counts)

## EVIDENCE-BASED INVESTING

Long-term market history  
Peer-reviewed academic evidence  
Practical application  
Patient participation

## TRADITIONAL ACTIVE INVESTING

Near-term market forecasting  
"Expert" opinions  
Speculative venture  
Rapid reaction

VS.

## How Do Evidence-Based (EB) & Traditional Active (TA) Investors Differ?

EB investors understand near-term market swings are unpredictable; they ignore the "noise."

THEY SEE THE FUTURE DIFFERENTLY

TA investors believe they can successfully predict when and how to trade on breaking news.

EB investors assume that time is on their side; they give their plan time to grow.

THEY WORK ON DIFFERENT TIMELINES

TA investors feel a sense of urgency to make the "right" calls to beat the market.

EB investors are guided by peer-reviewed academic inquiry (for "steady as she goes" resolve).

THEY ARE GUIDED BY DIFFERENT DETERMINANTS

TA investors rely on "expert" opinions (with increased vulnerability to biases, blind spots, and changeable conditions.)

EB investors define success as being able to comfortably fund their personal financial goals.

THEY DEFINE "SUCCESS" DIFFERENTLY

TA investors define success as outperforming others or making a lot of money.

EB investors manage market risk factors (and their expected returns) and diversify away concentrated risks.

THEY USE RISK DIFFERENTLY

TA investors don't distinguish between *market* risks (factors that are expected to yield extra returns) and *concentrated* risks (which just add more risk).

EB investors focus on minimal trading, understanding that the costs involved are among the biggest drags on their end returns.

THEY CONSIDER COSTS DIFFERENTLY

TA investors focus on cleverly timed trades over the costs, commissions and taxes they incur.

EB investors participate in the market to earn expected long-term returns according to time-tested academic evidence, their personal goals and individual risk tolerances.

**BOTTOM LINE**  
EVIDENCE-BASED INVESTORS APPROACH INVESTING DIFFERENTLY

TA investors try to **beat** the market through clever stock-picking and market-timing.

That's why, when it comes to your time, your money, your future AND YOUR FAMILY...  
**WE CHOOSE EVIDENCE-BASED INVESTING**