



ESLICK FINANCIAL GROUP

How wealth works.

Why Dropping a Landline Reminds Me of Long-Term Investing

By Dennis L. Eslick, Eslick Financial Group

As the New Year rolled around, my wife and I resolved to follow through on our threats to terminate our home phone line. Well, who could blame us? We rarely received calls from people we knew and frequently received unwanted calls.

Unwanted landline calls cleverly timed to interrupt and disturb us during dinner, or in the evening hours, require us to get out of a comfortable chair to answer, creating disruption and **NOISE**. Whatever happened to the Do Not Call list? To make matters worse, the seemingly permanent political season in Iowa contributed a constant nightmare of noise, made even louder in a politically divided household like ours. Before terminating our home phone line, we opted for an alternative—a smartphone, put on silent, next to us, to answer or ignore in peace.

Now that our landline is toast, the new silence we are enjoying is deafening! It has been so peaceful and calming. We are looking forward to this new peacefulness at home for years to come. Bring on the next election!

What does this have to do with investing?

Like the receipt of unwanted calls, an investor is constantly interrupted and disturbed by daily media reports about the financial markets and its fluctuations. Good news one day and bad the next; what is the investor to think? It can be unsettling one day and euphoric another. The investor is bombarded from all directions by television, newspapers, magazines, emails, texts, and well intentioned, yet often inexperienced, friends. Like our home phone line experience, investors receive unwanted disruption and investment **NOISE**!

This constant investment **NOISE** is the domain of short-term market traders who thrive on disruptions and quick market movements. There are very few individual investors doing this anymore.

Today's average individual investors are mostly long-term investors who may be unduly influenced by the short-term hysteria and media bombardment.

Much like dropping a landline, investors can choose to minimize the emotional roller coaster of investment noise by eliminating it or learning how to tune it out. By doing so, you too will feel the peaceful and calming effects of reducing the noise, much like we have by dropping our landline. By incorporating the alternative approach of ignoring short-term market movements, you may find it easier to keep your eye on the long-term investing prize.

Good wishes and enjoy the investing marathon.

Dennis L. Eslick, CLU

Chartered Financial Consultant

www.linkedin.com/in/denniseslick

999 Home Plaza Suite 201 Waterloo, IA 50701 | Phone: (319) 833-5555 | www.EslickFinancial.com

Securities and Investment Advisory Services offered through M Holdings Securities, Inc. A Registered Broker/Dealer and Investment Advisor. Member FINRA/SIPC. Eslick Financial Group is independently owned and operated.