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information about stocks and investing to help you lay a solid foundation for your investment decisions.

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Behavioral Finance as well as the elements

that come into play when figuring out BIT,

like active or passive traits, risk tolerance,



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and biases.

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The Four Behavioral  
Investor Types. The  
qualities and biases of  
preservers, followers,  
independents, and  
accumulators. This is  
the second article in a  
series focusing on  
behavioral investor  
types...

**The Four Behavioral**  
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... Investor Types

This post by Michael  
Pompian first appeared  
on Morningstar.com.

This is the second  
article in a series  
focusing on behavioral

investor types and  
intended to help  
advisors strengthen  
their relationships with  
their clients by helping  
them better

understanding clients'  
financial personalities.

Once advisors

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**The 4 behavioral  
investor types -**

**Morningstar, Inc.**

Discusses types of  
behavioral finance  
such as

overconfidence,  
familiarity bias,  
hindsight bias, naive  
diversification, and  
belief perseverance.

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## **Investor Types Managing Behavior To Make Better Investment Decisions**

### **Types of Behavioral Finance - Financial Symmetry, Inc.**

The Behavioral Investor  
Type Framework and  
Behavioral Alpha  
Similar to the  
psychological typing  
theories that we just  
read about, behavioral  
investor types are  
models for various  
types of...

### **Why You Need To Understand**

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## **Behavioral Investor Types ...**

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Managing Behavior**

...

Top 10 Biases in  
Behavioral Finance.

Behavioral finance  
seeks an

understanding of the  
impact of personal

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## Behavioral

### Finance And

biases on investors.

### Investor Types

Here is a list of common financial

biases. Common biases include:

Overconfidence and illusion of control

Overconfidence Bias

Overconfidence bias is a false and misleading assessment of our skills, intellect, or talent. In short, it's an egotistical belief that we're better than we actually are.



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Overview, Examples  
and Guide**

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Pompian},

year={2012} }

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**Types: Managing ...**

Behavioral Finance and  
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their constructs and  
identifies unique

Behavioral Investment

Types that help explain

why investors have

such difficulty in

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achieving their long-term goals.

## **Behavioral Finance and Investor Types: Managing Behavior**

The Behavioral Investor Type Framework and Behavioral Alpha  
Similar to the psychological typing theories that we just read about, behavioral investor types are models for various types of investors. This

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framework has four  
behavioral investor  
types: the Preserver,  
the Follower, the  
Independent, and the  
Accumulator.

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**Why you need to  
understand  
behavioral investor  
types**

Behavioral Finance and  
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Behavioral Finance as

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**Behavioral Finance  
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by Pompian, Michael**

...

EXECUTIVE SUMMARY.

Behavioral finance,

first developed in the

late 1970s,

demonstrates the

pitfalls of economic

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theory that result from the assumption of rationality “Irrational” human behavior can be categorized and modeled By learning about how these behaviors impact investors, financial professionals can help their clients mitigate and prevent errors

**Behavioral Finance:  
Understanding How  
Biases Impact  
Decisions**

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Types that help explain

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book provides an

outstanding road map

for understanding our

individual behavioral

biases, embracing our

unique investor

personality, and

allocating our portfolios



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to capitalize on our  
individual strengths.

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