Note to Financial Professionals: Please insert your event details and firm logo. If you add firm-required disclaimers, please have your compliance department review the invitation and add your FINRA-member firm name.

|  |  |  |
| --- | --- | --- |
|   |   |   |
|   |  |   |
|   |   |   |
|   | **Six Barriers to Investment Success** **Uncovering your behavioral biases** |   |
|   |   |   |
|  |  |  |
|   |   |   |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|   | We like to think we invest rationally, but the field of behavioral finance has shown there are social, emotional, and even cognitive factors that can affect our financial decisions and stand in the way of investment success.By identifying these unconscious tendencies, we may have a better chance of meeting our long-term goals.**Join our presentation to learn more about:*** Common behavioral biases
* How biases affect our decision-making ability
* The impact of biases on investment portfolios
 |

|  |  |  |
| --- | --- | --- |
|   |   |  |
|  | Presented by:**[Name]** of **[Firm]**Date: **[mm/dd/yyyy]**Time: **[00:00 – 00:00]**Place: **[Virtual Meeting Link or Location]**To RSVP, please contact:**[Contact Name]****[Email Address]****[Phone Number]****[Additional Details (e.g. Dinner will be served, Seating is limited, etc.)]** |  |
|  |   |  |

 |   |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|   |

|  |  |
| --- | --- |
|  |  |
| Text  Description automatically generated with medium confidence |  |

 |   |
|   |

|  |  |
| --- | --- |
| All investments involve risks, including the loss of principal.

|  |
| --- |
| **Not FDIC Insured  |  No Bank Guarantee |  May Lose Value** |

 |
| © 2025 Franklin Distributors, LLC. Member FINRA/SIPC. All rights reserved. | BF-INVW-03/25 |

 |   |