INFORMATION OVERLOAD
When faced with more information than the human brain has time to assimilate and process, humans adopt strategies to simplify decision making. While these strategies require less cognitive effort, they may be less accurate than a more rigorous decision process.

With all the information readily available today, investors may become overwhelmed, leading to panic or poor decision making.

OVERCONFIDENCE/EGO
Overconfidence suggests that we tend to overestimate the accuracy of our predictions.

For an investor this could mean believing their knowledge of an investment is greater than it actually is.

INVESTOR may not feel the need to diversify a portfolio due to the recent 10-year bull market run, forgetting the possibility of a market correction.

For additional insights, call 866.361.1720 or visit 361capital.com.