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THE UNBIASED ADVISOR

Where "unbiased" and reality
collide

We make choices, large and small, every day. We've done this our entire lives, so coming to a decision feels a bit like breathing: we just do it. Inherent biases, however, permeate the decision-making process and can lead us to otherwise irrational conclusions. These biases are widely apparent in financial decisions, and their impact can be detrimental. By exploring investment and financial topics without excluding the issues of behavioral bias, perhaps we as investors can feel more confident in our decisions.

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