

On the Road Again



As many of you may know I have always lived outside of Raleigh with a 30-40 minute commute. Often times, while I'm driving, I try to optimize my route with the goal of getting to work in a time efficient and safe manner. While driving, I find myself thinking about investment topics, market trends and achieving success for our clients. In my opinion, there is a lot of parallel in my routine of driving to work and the routine of a successful investment plan. Let me explain:

Identifying a Goal

When a client engages our firm to provide investment advice they often have a goal in mind. If they don't, we work with them to identify their financial goals. Goal setting is important. Like with driving, if a goal or destination is not established then a person could aimlessly drive around with no particular place to go, or even worse, never get in the car. It is critical that we identify where we want to go so that we can head in the right direction.

Getting on the Road

This is where the fun part begins. I jump in the car, turn on some music, and set off to work. I know where I am going and the best way to get there. I have established a goal and provided myself the means to get there. I have a lot of different ways to get to work, but I choose the route that provides the desired outcome based on my goal (i.e., getting to work as fast as I can to minimize time in the car).

With investment management we offer a similar approach to our clients. We work with them to identify their investment goals and, based on our knowledge of the markets, optimize their investments to meet their established investment goals.

Responding to the Unexpected

Sometimes when I'm driving to work an unfortunate event happens - a wreck, an abandoned car, or onlooker delays - just to name a few. These things delay the drive, but don't disrupt the goal of getting to work. When these things occur I have two choices: stay on the projected route or seek an alternate route. I have discovered over the years of driving through all types of traffic patterns that, more often than not, once you are *in* the traffic it is better to *stay* in the traffic rather than seeking another route.

Likewise, with investment management, we have set an optimal course of action for you to achieve your investment goals. When market disruptions become a factor, we help clients remember their goals, review the plan we helped set in place, and revisit what the projected outcome looks like.

Whether driving or investing, one of the main challenges we all face is short-sightedness. I aim to be a finisher, meeting my established goal, and arriving on time. Let us help you get back "on the road" so you can end up where you intend to finish.

Caleb Griffith CFP® is a Senior Financial Advisor at [Townsend Asset Management Corp.](#), a registered investment advisory firm offering comprehensive wealth management expertise to its clients. Email Caleb@AssetMgr.com for information about financial and tax planning services.