



# Common Cents

musings from Marietta

## Following the Financial Herd?

Are you following the herd when it comes to your finances? In behavioral finance, herd mentality bias refers to investors' tendency to follow and copy what other investors are doing. It's a hard bias to overcome for many reasons:

- **FOMO:** It's hard not to jump on the "hot" stock everyone's buzzing about.
- **Safety in Numbers:** It feels safer to do what everyone else is doing, especially in shaky times.
- **Social Proof:** We look to others to figure out the right move.

Participating in herd mentality could have some potential negative consequences for your portfolio. Here are three to be aware of:

- **Buying High, Selling Low:** Chasing the crowd often leads to buying when prices are high and selling when they're low.
- **Increased Volatility:** When everyone buys or sells at once, prices swing wildly.
- **Missing Long-Term Goals:** Short-term moves can throw off your long-term plans.

When it comes to your investments, it's important to not do anything rashly. Focus on your long-term goals, not necessarily what everyone else is doing.

Tripp Boyer, CFP® + David Ramey, CFP®, Partners at Boyer Ramey Wealth Management Group

If you haven't heard from your investment advisor and have any questions or topics you'd like to address, we'd be happy to [schedule some time with you](#) and take a look without pressure.

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# Centsational News

wisdom from the watercooler



This month both the Boyer and Ramey families have experienced a phenomenal fishing season. Not only have they had great catches, but they've also enjoyed the wonderful bonding moments and cherished memories they've made on the water with their families.

## Centsible Articles

no-nonsense financial news



### The Impact of Higher Rates

U.S. commercial real estate prices fell more than 11% between March 2022, when the Federal Reserve started hiking interest rates, and January 2024. The potential for steeper losses has chilled the market and still poses significant risks to some property owners and lenders.<sup>1</sup>

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## Are You Spending Money to Keep Stuff You Don't Need?

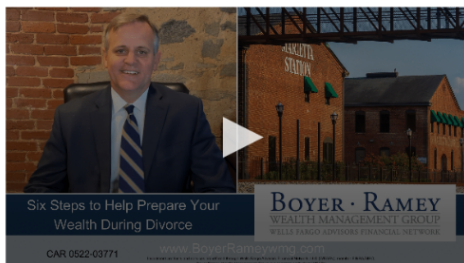
It's estimated that almost one in five Americans leases a storage unit. In March 2024, the nationwide price for a climate-controlled storage unit averaged nearly \$150 per month. Storage renters may pay more than that for large spaces and at facilities in high-cost cities such as Los Angeles and New York.<sup>1</sup>

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### NO OBLIGATION INVESTMENT REVIEW

Schedule a meeting with our team to review your existing investment strategy and discover if your plan truly aligns with your long-term goals.

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