

# WHY SIMPLICITY IS ESSENTIAL FOR INVESTING



In 1959, new coach Vince Lombardi in his first meeting with the Green Bay Packers, held up an oblong, inflated pigskin and said, "Gentlemen, this is a football."

The story is most likely apocryphal<sup>1</sup>, but it sounds like something Lombardi might have said. His dedication to the basics of football, including hard work, are what turned the 1-10-1 Packers into a 7-5 team his first year.<sup>2</sup>

It's been proven again and again that the pursuit of simplicity is a successful strategy for nearly every area of life, from a person's daily routine to the products created by a global corporation. Yet many people don't believe it.

Saying that you're going to follow a simple plan makes it sound like you're being unsophisticated, even simple-minded.

Ironically, keeping things simple is the best way to deal with complexity. And this is especially true in investing where the movement of individual stocks on any given day and the market itself in any given week is far too complex for anyone to predict.

However, people tend to believe just the opposite: If the markets are so complex, it must take a complicated strategy to beat them.

John Reese, writing for *The Globe and Mail*, points out that professional fund managers play on this perceived need for complexity to wow investors, including sophisticated mathematical models and strategy desks filled with high-paid PhDs.

But the reality is that active managers have had a tough time over the long term beating their benchmarks, despite all their in-depth research and sophisticated portfolio modelling.

The Stoics were ancient Greek philosophers who are seeing a renewed following today because their outlook is relevant for our current uncertain situation. They urged their followers to maintain simplicity, focus, and discipline no matter what was going on around them.

Epictetus, a Stoic, said, "It's not what happens to you, but how you react to it that matters."<sup>4</sup> Seneca, another Stoic, said, "We suffer more in imagination than in reality."<sup>5</sup>

These two timeless quotes could be great to recall next time you see the media sounding the alarm over market volatility.

Research has shown that the most likely plan for success for an individual investor is simple: invest as much as you can, as diversely as possible, and persevere with your long-term plan no matter what the market or other investors are doing in the short-term.

We can customize that plan to fit your unique income, life-stage, risk tolerance, and investing time horizon. And then help you stoically stick with it.

Have a great weekend!

Source: Efficient Advisors

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## Golf Tip of the Week



### Don't Let Your Lie Angles Lie to You

If you haven't checked the lie angle on your clubs, your golf game may be suffering. The lie angle is the angle of the shaft relative to the floor, when the bottom of the club is flat on the ground.

If you're a taller player with an upright swing, a club with a steeper angle is for you. A flatter or lower angle is always a great choice for players who are shorter or who have problems with hooking the ball. It's important to remember that normal use can cause the lie angle of a club to change, which will also make your swings less dependable.

One way to check is by looking at where on the ball you're hitting. If you notice you're hitting the ball close to the toe, your lie angle is probably too flat. If you strike closer to the heel, the angle might be too steep, and your club, too upright.

Adjusting the lie angle on a club is something a club fitter or pro shop can handle for you.

Tip adapted from Golf Tips Magazine<sup>1</sup>

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## Recipe of the Week

### Red and White Roasted Potatoes



Serves 8

#### Ingredients:

3 lbs. small, similar-sized red and white potatoes  
¼ cup good olive oil (can use avocado or a vegetable oil)  
1 to 2 tsp. pink Himalayan salt, to taste  
1 to 2 tsp. freshly ground black pepper, to taste  
2 to 4 Tbsp. garlic, minced (6 to 8 cloves)  
2 Tbsp. fresh parsley, minced

#### Directions:

1. Set the oven to 400°F. Cut the potatoes in half or quarters, keeping them the same size.
2. Toss them in a stainless-steel bowl with the olive oil, salt, pepper, and garlic until the potatoes are evenly coated.
3. Scatter the potatoes on a sheet pan in one layer, making sure the potatoes are not touching each other.
4. Roast in the oven for 45 minutes to 1 hour or until browned and crisp. Remove the potatoes from the oven a few times to toss so that they brown evenly.

5. Once the potatoes are done roasting, season more, if needed, then sprinkle with parsley and serve hot.

Recipe adapted from Food Network<sup>ii</sup>

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## Health Tip of the Week



### Sweet Tips to Reduce Sugar Intake

Consuming excess sugar can pose all sorts of health problems, including weight gain, insulin resistance, diabetes, inflammation – the list goes on and on. If you're eating a balanced diet, then food items with added sugar should be consumed sparingly because if you're eating an adequate, well-balanced diet, you should be getting enough carbohydrates (including sugar) from your daily intake. If you'd like to reduce your sugar intake, here are some tips:

1. **Skip low-fat options:** Low-fat snacks and yogurt products may be lower in fat, but they might also be higher in added sugar. If this is the case, choose full-fat versions with lower sugar, instead. You might feel fuller longer, too.
2. **Eat whole foods:** Eating a diet that is mostly fruits, vegetable, meats, nuts, and grains in their most natural state with minimal processing will ensure that you're getting less added sugar and more of the good stuff – like the vitamins, minerals, and a better balance of fat, carbohydrates, and protein.
3. **Saucy, but sweet:** Condiments like ketchup, barbecue sauce, hoisin, and sweet chili sauces have added sugar. Herbs, spices, mustard, mayonnaise, and vinegar-based dressings with olive or avocado oil are great replacements.

Tip adapted from Healthline<sup>iii</sup>

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<sup>i</sup> <https://www.golftipsmag.com/instruction/quick-tips/posture-perfection/>

<sup>ii</sup> <https://www.foodnetwork.com/recipes/ina-garten/garlic-roasted-potatoes-recipe-1913067>

<sup>iii</sup> <https://www.healthline.com/nutrition/14-ways-to-eat-less-sugar>