



David A. Hjorth*, ChFC®, CLU®, AEP®
Nicholas D. Hjorth**, CPA, CLTC

414 NORTH SECOND, SUITE C
UPLAND, CALIFORNIA 91786
(909) 981-4951
(909) 981-2768 FAX
www.dh-financial.com

A Registered Investment Advisory Firm

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3-Tier Planning This Edition: Investment Planning

DH Financial's growth is always driven by two forces—first a continuous commitment to meet our clients' expanding needs and second our standard for furthering our professional expertise. As most of our clients know, we have maintained investment management services for quite some time. However, over the past few years, both of these forces led us to systematically enlarge our investment management capabilities. We want to share our objectives with you.

Back when the firm was founded, a wall stood between investments and insurance—different worlds, different knowledge, different regulation. As regulatory revisions and institutional mergers have methodically taken down the wall, it turns out Insurance and investments are natural neighbors.

Many financial services providers have seen this as an opportunity to capture more revenue from clients, but we don't think that way. We see the opportunity as earning more client trust. Our vision is to encourage, educate, and empower individuals to be true financial stewards of their wealth during each season of life—accumulating, preserving, and passing it on as a legacy.

Here are three ways our investment management services achieve that vision.

1. We have appreciatively preserved old school fundamentals, such as ...

The discipline of saving. Wealth building is based on living within your means. When good years occur the first thing to do is put aside as much as possible to set the foundation of financial independence. Bad years are inevitable, so be prepared. And if they don't come, then financial independence is even closer.

The virtue of patience. The willingness to wait longer than other people is as good as gold. Focus on years ahead, not months or days. Time is your friend and impulse your enemy. While it's good to be quick after you make investment decisions, nothing good comes from being in a hurry.

The real wealth of family. Investment success is measured best by happiness, and happiness seems to center in the family. So the best investments are the ones that support family security and harmony. Know your risk tolerance and pick asset allocations that let you sleep at night. Everyone makes mistakes. Learn from them, move on, and don't let them invade your happiness.

* David Hjorth, Registered Representative offering securities through NYLIFE Securities LLC, Member FINRA/SIPC, a Licensed Insurance Agency
140 Via Verde Ste. 200, San Dimas, CA 91773, 909-305-6500

**Nicholas Hjorth, Registered Representative offering securities through NYLIFE Securities LLC, Member FINRA/SIPC, a Licensed Insurance Agency
675 Placentia Avenue, Ste. 250, Brea, CA 92821, 714-255-5100

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2. We methodically adapt to today's complex challenges, such as ...

Too many choices. The financial services industry boasts some of the most creative minds on the planet—innovators who have dramatically expanded wealth-building opportunities and strategies for investors as a whole. However, each individual investor needs to make the best investment decisions for his or her unique financial goals. So more isn't really better if it causes planning paralysis or blurs your long term perspective. Stick to your plan. Your plan should determine your choices, not the other way around. That way you maintain your confidence and optimism.

Too much information. The sheer volume of investment analysis and opinion—all the financial websites, cable channels, and publications—overwhelms most investors. Worse, the information changes day-by-day, hour-by-hour, and sometimes moment-to-moment and every information resource is subject to bias and blind spots. How can you feel confident and optimistic with all of these competing points of view? When people are overwhelmed by information, they tend to give too much weight to one component—like stock price or management fees—just to make a decision. Again, follow the plan. When you know your goals and understand yourself, you can take control of too much information.

Too much to keep track of. In simpler times of paper records and filing cabinets, personal investment documentation could be held in one hand. Today, your investment decisions and results need to be organized and secured in a cloud service you can access regularly. Why? Because monitoring and managing investment decisions turns out to be just as important as making them. You can't be flexible without staying informed. And because today there is no such thing as a normal market or a normal economy. You can't just kick back and coast until the next wave of change. You have a plan—monitor it regularly for performance and suitability, and modify it with confidence and optimism.

3. We stay with you and your wealth strategies for the long term, such as ...

Lifetime Wealth PortfoliosSM. There are many ways to approach portfolio management, and no one solution is right for every investor. With Lifetime Wealth Portfolios, we identify your unique investment and protection needs and recommend the asset allocation or risk/return strategy that's right for you. Then we help you select the investments for your portfolio according to your objectives. Our portfolios leverage our unique approach to integrating your insurance and investments, and they include ongoing management and dynamic investment strategies to adjust to your evolving needs throughout your life.

Private Client Briefings. Last year we developed a program of small discussion groups for our clients, allowing us to share our insights on increasing, protecting, and preserving your investment assets. These briefings have revealed the fact that everyone shares similar questions and concerns about investment strategy, and we can provide both clarity and confidence to help your decision-making. We will be conducting more of them throughout the year.

More letters like this one. Because current events can impact your investment decisions as much as your long term strategic decisions, we are boosting our commitment to communicate financial analysis and decision-making concepts with more information and hopefully more interaction. For DH Financial, our Private Asset Management and Investment Services are a testament to our history of professional growth and our multigenerational aspirations as a firm. For you we want these expanded capabilities to demonstrate our commitment to your family's growth and your aspirations for financial independence over generations.

Best Regards,

David A. Hjorth, CLU, ChFC, AEP - Partner

Nicholas D. Hjorth, CPA, CLTC - Partner

Joanna L. Denny, CLTC - Director of Operations

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