

SKV's 3 gifts for the holiday, our version of gold, frankincense, and myrrh...

FAITH. Successful stock investing requires faith in the future. Not blind faith, but a faith rooted in history, data, innovation...rational optimism. The world gets better over time, and the stock market is the way you can participate in this progress.

DISCIPLINE. It's okay to worry if *"this is the BIG ONE?!"* when markets temporarily decline. It is not okay to act on these feelings. Emotions usually cost money. Discipline usually makes money. Newspaper headlines, financial "news", your neighbors, the Uber driver...will all be screaming for you to react. Remember, successful investing is usually counter-intuitive. We will maintain our discipline, control what we can, and stay the course.

PATIENCE. Why does it feel like stock prices take the slow stairs up, and the elevator down?! Temporary declines are often quick, steep, and may try your patience at times. I would encourage you to remember without the occasional volatility, there would not be the higher lifetime returns stock investors enjoy. You cannot have one without the other. Be careful to not confuse volatility with risk and temporary declines with permanent loss.



In 2023, the SKV Group Book Club marked its inaugural year, exploring a diverse range of insightful reads, including "The Psychology of Money," "Die with Zero," "Richer, Wiser, Happier," and "Atomic Habits." Our book club members delved into thought-provoking pages, exchanged impactful observations, and engaged in lively discussions on a spectrum of financial-wellness topics throughout the year. As we embark on the new year, we extend an invitation for you to join us in the 2024 iteration of our SKV Group Book Club! Every quarter, we carefully select an inspiring book focusing on personal finance and/or personal growth. By participating, you receive a copy of the chosen book (and one of our new snazzy SKV bookmarks). While we'd love for you to share a takeaway or two in book club "style" — nothing is required. For those eager to discuss and express their thoughts, we'll host our club meetings (via Zoom) at the end of each quarter. For Q1 of 2024, our book choice is: "The

Behavior Gap" by Carl Richards and our "Book Club Meeting" will be **Tuesday, April 9th, at 7pm**.

As always, I'm honored and humbled you have given me the opportunity to serve as your financial advisor. I am lucky to be in the foxhole with the greatest, smartest, best-looking clients in all the land. We hope you view us as your *friendly, knowledgeable, and reassuring source of financial guidance.*



The opinions expressed in this report are those of the author(s) and are not necessarily those of Wells Fargo Advisors Financial Network or its affiliates.

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FAITH. DISCIPLINE. PATIENCE

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