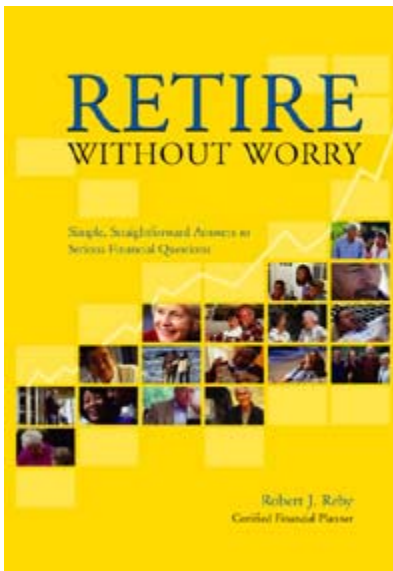


7 Common Mistakes Investors Make

1. Calculating their rate of return without including inflation, taxes and fees
2. Expecting an unrealistically high rate of return
3. Not having a plan, or having one but not sticking to it
4. Taking advice from family and friends without doing their own homework
5. Measuring success over too short a period of time
6. Thinking only about the upside of an investment, not the downside
7. Selecting investments based on their track record

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