



Acorn Financial Services

Growing Mighty Oaks...

From The Desk Of...
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During these dog days of summer, many kids will prepare to go back to school or off to college. This time of year makes a lot of us reflect on our own school experiences. In the spirit of education, here's a quick quiz well worth taking. Test your knowledge about Social Security Benefits to find out the surprising things you may not know. Parents, professors and often our peers teach us so much about how we should behave in various life situations. But what about our behavior when it comes to money and investing? This article about measured spending despite temptations to upgrade your lifestyle will help you focus on what's truly

important: achieving your financial goals. Do you sometimes experience "Lizard Brain?" We all do! Evolution might help us outrun a lion or find food when it's scarce, but it doesn't do us any favors when it comes to investing. Sometimes it can be hard to trust our core instincts. For example, the disciplined decision to stay invested during down markets – when all you want to do is sell – can yield more successful results by keeping you committed to your long-term wealth plans. Finally, we include a humorous look at how our behavior (and instincts) can affect our lives – sometimes in very unexpected ways.

Best Regards,

The Acorn Team

Articles of Interest

Do You Understand Social Security? Probably Not, New Quiz Reveals

Think you're a Social Security Benefits expert? This simple quiz may prove otherwise.

Are You Suffering from Lifestyle Creep?

Finally enjoying that well-deserved raise or bonus? Discover smart ways to put extra money to work for you.

Controlling the Investment Lizard Brain

Are some investment decisions just as scary as facing down a hungry lion? Your brain thinks so. Discipline and common sense can help reign in emotions and overcome biases.

Seinfeld Clip!

Own your future by staying on course, "doing the opposite" and fighting those fear instincts. Seinfeld will show you how!