



What We Believe In

August 2025

*“The time is always right to do the right thing.”
— Martin Luth King, Jr.*

Years ago, I wrote a book titled “Keep It \$imple \$tupid; How to Protect Your Finances from Wall Street and Yourself”. You see, I have always lived my life with the guiding thought that to be successful, both personally and professionally, you simply need to do the right thing. So, in the book I not only offered timeless advice on all things financial, but I also exposed some of the conflicts within the finance business; even though I love my industry, disclosing potentially harmful things that people may not be aware of is simply the right thing to do. Thus, the book seeks to educate everyone, regardless of wealth or income, on how to be successful in finance by, in part, using common sense principles and steering clear of conflicts and shenanigans within the industry and media.

Where am I going with this you ask? Well, we thought we would use this newsletter to very plainly state, in bullet point form, some of the things we believe in, as well as some of the things we do not believe in. Let’s start with the former, what we do believe in (among other things, of course):

- We believe in good old fashioned financial planning and asset management, where technology assists but does not displace human interaction and reasoning
- We believe financial planning is a process (that never ends) and not a product
- We believe asset management is not easy but should be simple, where complicated and/or sexy financial strategies and products may be too good to be true and potentially harmful
- We believe in seeking to avoid conflicts of interest like the plague, and if they are unavoidable then we believe in shining the light of day on them for full disclosure and transparency
- We believe boring is good, and by planning for good times and bad, during good times and bad, we will help avoid the most harmful emotions in finance, namely fear and greed
- We believe that just because you can doesn’t mean you should, and spending money on what you need, both now and in the future, must take precedence over spending money on what you want
- We believe in trying to get to know our clients very well, as well as proactively educating and advising them, and thus we seek to make more consistent contact with our clients
- We believe perception is so much more than most of us realize, so in a financial setting, we remind everyone to avoid getting caught up with the daily, weekly, or even monthly sensationalism; on the personal side, please remember that it is not what you get but how you handle what you get (and we all will get something one day or another)

Now, let's talk about a few things that we do not believe in (among other things, of course):

- We do not believe in asset allocation models as it is nonsensical to think every investor under the sun can be plopped into just 5-6 standardized portfolios without customization
- We do not believe it is an advisor's job to be an "asset gatherer" to grow their business, instead it is to offer professional and customized advice that is in the client's best interest
- We do not believe in cryptocurrency currently as no one has proven, through verified research, that it does not have a similar risk/reward profile as going to Vegas to gamble
- We do not believe complicated strategies or products are the answer for most or all of an investor's investment portfolio as they tend to have unrealistic limits and/or fees
- We do not believe private investments should be put into 401k's; we believe it will help Wall Street more than Main Street investors looking to dollar-cost-average over time
- We do not believe in investment or insurance products that generate upfront commissions of 5-10% for the person who sells it (who may or may not be a financial advisor)
- We do not believe in SPACs (Special Purpose Acquisition Companies) that raise money on the hope and prayer that it finds a worthy company to invest in one day in the future
- We do not believe in risk tolerance questionnaires that only seek to find emotional investing limits as an advisor should look to eliminate emotion from investment decisions

Last but not least, I do not believe in biting my tongue; I would be doing you a disservice if I did. You may not like what you hear, and I'm sure my delivery could be better sometimes, but what I say comes straight from the heart, as well as my brain and 29 years of industry experience. So, as your financial advisors, we will always tell you what needs to be said, and what we do and do not believe in.

Another favorite quote of mine comes from Mark Twain, who said "Do the right thing; it will gratify some people and astonish the rest." Just as I wish common sense was not so uncommon, I wish doing the right thing was not so astonishing. In these cynical days where talking heads scream at us to scream at each other, it's good to remember that we all have more in common than not, and by doing the right thing you are helping another person, helping society, and helping yourself.

As always, thank you so much for your friendship, your trust, and your referrals; we feel truly complimented when someone comes to us and says that one of our clients said "you just gotta talk to Tim and Wynne and Megan because above all else they always look to do the right thing."

R. Timothy Curran, JD, CFP®

tcurran@lpl.com Direct 704.499-9703

www.TheFinanceCouple.com

Securities and advisory services offered through LPL Financial, a registered investment advisor, member FINRA/SIPC. TWC Wealth Management and The Finance Couple™ are separate entities from LPL Financial.