



HUDSON OAKS
WEALTH MANAGEMENT

INVESTING

The Smart Investor's Guide

An evidence-based framework for thinking about your portfolio without getting caught up in the daily noise.

Seven principles

You do not have an information problem. You have a filtering problem. Investing well is mostly deciding what you believe in advance, then not renegotiating it every time a headline is designed to make you.

Risk you can survive beats return you can project

Any projection you have been shown is an average drawn through years that were never average. That average only reaches the investor who stayed invested the whole way through, so the portfolio to build is the one you could hold through its worst twelve months, not the one with the best projection.

Your behavior is the largest single variable

Investors reliably earn less than the funds they own, because they buy after strength and sell after weakness. Good products, held badly.

Diversification is a statement of humility

Concentration is how most wealth gets built, usually through one business, one employer, or one long-held position. Diversification is how it gets kept. The mistake is staying concentrated after you have already won, when that single position can now take away far more than it can still add.

Cost and tax are the only returns you control

Cost here means everything that leaves the account each year: the advisory fee, the internal expense ratio of every fund you own, platform and trading charges, and the tax drag of an inefficient portfolio. Nobody can promise you a return. Everyone can promise you a cost, so anything expensive should have to justify itself.

Where you hold something matters as much as what you hold

The same fund produces different after-tax results in a 401(k), a Roth, and a brokerage account. Unglamorous, controllable, routinely ignored.

Rebalancing is a discipline, not a forecast

It means trimming what has become expensive and topping up what has become cheap, which feels wrong every time you do it. That is precisely why it belongs in a written rule rather than in a decision you make in the moment.

Complexity must earn its place

If you cannot explain to your spouse in two sentences what it does and what it costs, it is not ready to be owned.

USE THIS WEEKLY

The noise filter

Almost everything presented as urgent falls into one of these categories. Very little of it should change a long-term plan.

The headline	What it actually is	What it changes
Record high	Markets spend much of their history at or near highs.	Nothing
Sharp decline	The price of admission for the returns you are counting on.	Check reserves
An election	Portfolios have compounded through every administration.	Maybe tax planning
Rates moved	Matters for bonds, mortgages, and cash yields.	Review duration
A bold call	Someone always predicts a crash. Being right once is not a record.	Nothing
One sector dominating	Concentration builds quietly in good years.	Rebalance
Your life changed	The only item here that reliably matters.	Revisit the plan

WHAT THIS GUIDE CAN'T DO

Principles are universal. Portfolios are not. What you should actually own depends on your tax picture, your timeline, your income, and what the money is for. No guide can know those.

BOOK A CONVERSATION

Pressure-test what you own

An outside read on your portfolio: what it costs, where it overlaps, and how it has behaved when markets fell. No obligation, and no assumption that anything needs to change.

Cost and overlap review. What you are paying across every account, and where two funds are quietly buying the same thing.

Downside review. How your current mix has held up through past market declines, translated into dollars rather than percentages.

Your rules, written down. If it would help, we will work through your approach together while nothing is going wrong.

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Provo, Utah

www.hudson-oaks.com · info@hudson-oaks.com

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