



Strategic Legacy
**INVESTMENT
GROUP, Inc.**

Dear Fear-Based Investor...

Fears are nothing more than a state of mind.
-Napoleon Hill

From the Desk Of:
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Dear Current or Future Investor,

I have been an active consultant in the Financial Industry since November of 1999. **One of my missions is to make everyone I come across a better and more successful investor.** As a fiduciary consultant (Family Financial Strategies, Inc.), Manager of an investor's club (SLIG Investor Relations LLC), and president of an Investment Firm (Strategic Legacy Investment Group, Inc.) that is 100% aligned with our member-clients, the only objective I have is to make everyone more successful – when our clients increase their net worth, we win. It is truly a win-win relationship, and our business structure is one that the vast majority of firms can't replicate.

To that end, I have spent several years studying the qualities of the most successful investors of all time. **The most extraordinary investors in the universe share a few common characteristics that I think we should all emulate.**

The common theme among great investors is that they make cool, calm, and calculated investment decisions that are indifferent to the world around them. Basically, they don't pay much attention to the media, rumors, or hearsay. They tune out all of the noise...

Investing or repositioning money as I call it, after a great deal of rational thought seems like an obvious no-brainer for investors, but unfortunately, too many people make emotional decisions with their money.

It is difficult – and nearly impossible – to make good investment decisions while you are in fear. This is scientifically proven; you see it in animals, the “fight or flight” state, like a zebra running from a lion.

When you are afraid, your stress hormones turn off a part of the brain that thinks rationally, and turns on the part that thinks irrationally. Stress hormones are proven to activate your lower brain, the reptilian section of your brain,



where your fight or flight response takes place. It is not a critical or rational part of your brain, so when you are afraid, worried, or stressed out, you are generally going to make bad investment decisions as you trigger the irrational area of your DNA coding.

Here are three core values that I advocate to our member-clients so they can make successful investment principles and let go of fear-based investing:

- I.** The rich are known to have superior investment results. The reason why is that they can afford to have a long-term orientation. To replicate this long-term orientation, you should only invest money that you can reliably plan to have invested for long periods of time. For example, if you have \$100,000 but \$65,000 of it isn't truly long-term, then your investment portfolio should be \$35,000. You wouldn't invest \$100,000 in a rental unit thinking you needed the money back in a month or a year. You should invest with the same mindset and let the investment work for you over time. This will take the day-to-day worrying out of investing, which will lead to rational decision making and help solidify your ultimate success.
- II.** Don't over-concentrate. While diversifying your investments is not always necessary, putting too much of your eggs in a single basket will invariably lead to stress. If that basket declines, you could become worried and stressed, which will lead to poor decision making, and possibly even poor health. Proper diversification can be as little as ten high-quality holdings, but one holding can be financial suicide. I can break a pencil; I cannot break twenty.
- III.** Invest with a margin-of-safety approach. This will not eliminate volatility, but it will increase your success rate, lower your portfolio risk, and increase your returns. Investments bought below intrinsic value means you get two returns. The first return is the discount to intrinsic value (margin of safety) converging over time. This is the big secret that academics, your typical financial advisor, and the common investor have never learned: low risk equals higher long-term returns. This is what great investors capitalize on, over and over again – the gap between value (what you get) and price (what you pay). A great example of this is investing in "Value-Add" Real Estate Projects. Getting potentially much higher returns with much less risk long-term is something that is undoubtedly calming to the nervous system!



The Other common characteristic that should be listed is that the very best investors are learning machines. They never stop learning, and they dedicate a large amount of time to research. Certainly, most people don't want to spend their days digging into publications or thinking about the investment process non-stop, and thus should work with someone who understands these timeless characteristics and executes upon them.

By working with Strategic Legacy Investment Group, Inc. and/or Family Financial Strategies, Inc., you simply get all the astute attributes of great investors, all of which will simplify your life, make it much more stress-free, and give you more time to do the things you love. We demystify the entire process with you – as your trusted source for sound investing.

We welcome the opportunity of having more Potential Investors join our Family of Investors. I would love to speak with you about your own personal situation; Strategic Legacy Investment Group, Inc. and Family Financial Strategies, Inc. are two companies you can trust, and together can optimize your portfolio and financial goals for the future.

Best Regards,



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