



THE POWER
OF INDEPENDENT ADVICE

www.bwm.co.za

IN THIS ISSUE

“Once you understand that your fear of losing capital is holding you back, take time to understand your risk tolerance and build a portfolio that matches your natural instincts.”

INVESTING WITH SA'S

LEADING BOUTIQUE WEALTH MANAGER

WINNER 2020 & 2017 | RUNNER-UP 2023 & 2018
TOP 3 2022 & 2021 | TOP 4 2019

RANKED AMONGST THE TOP WEALTH MANAGERS FOR 7 CONSECUTIVE YEARS

JHB (HQ)	+27 (0) 11 799 8100
JHB (SANDTON)	+27 (0) 10 035 1391
PTA	+27 (0) 12 347 8240
CAPE TOWN	+27 (0) 21 418 1236
BELLVILLE	+27 (0) 21 914 9646
CLAREMONT	+27 (0) 21 100 3901
STELLENBOSCH	+27 (0) 21 882 8706
PAARL (VAL DE VIE)	+27 (0) 21 100 3901
GEORGE	+27 (0) 44 050 6057
MAURITIUS	+ 230 5843 5215

USE FEAR TO BUILD YOUR WEALTH. YES, REALLY!

BY MARIA SMIT, CERTIFIED FINANCIAL PLANNER®, BRENTHURST WEALTH, PRETORIA

When it comes to managing our finances, we're often encouraged to stay calm, avoid risk and remove emotion from our decisions. I'm here to tell you something different: don't be dispassionate about your money, because I believe that understanding your fears can help you develop good financial habits.

My experience in advising a wide range of clients has highlighted three types of fear that one needs to understand and accept in order to be a better investor.

FACING YOUR FINANCIAL FEARS IS ONE OF THE MOST POWERFUL CHOICES YOU CAN MAKE BECAUSE IT EMPOWERS YOU TO TAKE CONTROL OF YOUR FINANCES.

It's about facing the truth about your personal financial situation. For example, if you establish that you don't have enough saved for the retirement you want, it's perfectly normal to be worried that you're going to miss your target. What's most important is how you respond to this because it's never too late to start saving with a greater purpose.

The key is to use that fear to motivate positive action. You might respond by investing more diligently for your retirement or dedicate to meeting your emergency savings goal. **When you take action, you start to strip fear of its control.**

I will reflect on three of the biggest fears that I see clients experience. I hope that these insights and my suggestions will help you to address and conquer your fears.



MAGNUS HEYSTEK
Investment Strategist & Director

Investment Masterclass:
Navigating the maze of the financial world

BNC#6 **BizNews** [CLICK HERE TO WATCH](#)



1. THE FEAR OF SPENDING

Our grandparents, who lived through much tougher economic hardships because of the Great Depression and World War II, taught us a valuable lesson: you have to save for a rainy day.

As a result of growing up with very little, they often ended up driving old cars and seldom indulged in luxuries, even when they could afford it. This wasn't just them living modestly, it was a deep understanding that economic tides could turn at any moment.

This was a lesson that many clients learnt during COVID, when livelihoods were shattered overnight. If they didn't have that fear of spending before the pandemic, it's fair to say that many developed that fear and many of them still experience that fear.

And for good reason; because money spent on luxuries is money that could save you in the future should another COVID-like catastrophe strike.

2. THE FEAR OF INVESTING

Many people worry about losing money when they invest, which can hinder their wealth from growing.

I like showing clients the worst performance a portfolio has undergone in the past, so that they can see that market movements, both up and down, are perfectly normal. Once you understand that your fear of losing capital is holding you back, take time to understand your risk tolerance and build a portfolio that matches your natural instincts.

As advisors, our job is to talk you through the tough times. But your fear of losing funds in market downturns might hold you back, which fuels financial advisors' fears that the 'safer' returns you're getting are being eaten away by inflation.

3. THE FEAR OF MISSING OUT (FOMO) AND INVESTMENT TIMING

Worrying about missing out on big wins in the market drives some of us to buy when prices are at their highest, which is often a decision we regret later.

Warren Buffett once said, "Be scared when others are greedy, and be greedy when others are scared." This advice highlights the need for a smart approach to investing, focusing on long-term goals instead of what the market is doing right now.

Being scared of money matters doesn't have to hold us back. If we understand our fears and apply them wisely, it can encourage us to spend, invest and save more carefully. Turning fear from something that worries us into something that motivates us helps us to make choices that not only keep our finances safe, but also help us grow our wealth.

Take a moment to reflect on your financial fears. Are they holding you back, or can they be the motivation you need to take control of your financial destiny? Consider discussing your financial strategy with a financial advisor who can help tailor an investment plan that addresses your fears while aligning with your financial goals. Together you can turn fear into your financial ally.



MARIA is a CERTIFIED FINANCIAL PLANNER® professional, a member of the Financial Planning Institute of SA and is fully qualified to give advice on all investment matters.

She joined Brenthurst Wealth in 2019 and has been in the financial services industry since 2015, working as a liaison between financial advisers and clients, assisting in all financial planning related duties. Maria obtained a BCom Economics degree from the North West University's Potchefstroom Campus. She also obtained her Postgraduate Diploma in Financial Planning from the University of the Free State and is qualified to give advice on all aspects of investing.

Phone: +27 (0) 12 347 8240 | Email: maria@brenthurstwealth.co.za

BRENTHURST

YOUR MOST TRUSTED
BOUTIQUE WEALTH MANAGER IN SA

SOURCE:
DAILY INVESTOR

CONTACT US TO CREATE GLOBAL WEALTH

This year our company celebrates its 20th anniversary, a feat in itself. But beyond that, we are proud to share that Brenthurst Wealth is considered the leading boutique wealth manager, as reflected by a recent survey run by the respected business and financial news website, Daily Investor.

BRENTHURST
THE HOME OF WEALTH

BULLETIN
PODCAST

WE ARE EXCITED TO ANNOUNCE THE LAUNCH OF OUR OWN SPOTIFY PODCASTING CHANNEL - BRENTHURST BULLETIN

On this channel, Brenthurst will share insights and expertise on various topics relating to wealth management, investment strategies, global trends and wealth creation.

Tune in to Brenthurst Bulletin and empower your financial future with insights and advice.

CLICK HERE TO VISIT OUR SPOTIFY CHANNEL

Listen On **Spotify®**

**CONTACT ANY OF OUR HIGHLY QUALIFIED FINANCIAL ADVISORS
AT OUR 9 OFFICES COUNTRYWIDE TO DISCUSS YOUR INVESTMENT STRATEGY**

BRENTHURST OFFICES:

Johannesburg +27 (0) 11 799 8100
Sandton +27 (0) 10 035 1391
Pretoria +27 (0) 12 347 8240
Cape Town Waterfront +27 (0) 21 418 1236
George +27 (0) 44 050 6057

Claremont +27 (0) 21 100 3901
Bellville +27 (0) 21 914 9646
Stellenbosch +27 (0) 21 882 8706
Val de Vie Estate +27 (0) 21 100 3901
Mauritius 00 230 5843 5215

BRENTHURST SATELLITE OFFICES:

KWAZULU-NATAL | FREE STATE | MPUMALANGA | NORTH WEST

Brenthurst Wealth Management is an authorised financial services provider (Reg No: 2004/012998/07) FSP No.7833. This e-mail and any file attachments transmitted with it are intended solely for the addressee(s) and may be legally privileged and/or confidential. If you have received this e-mail in error please destroy it. If you are not the addressee you may not disclose, copy, distribute or take any action based on the contents hereof. Any unauthorised use or disclosure is prohibited and may be unlawful. The view and opinions expressed in this e-mail message may not necessarily be those of the management of Brenthurst Wealth Management (PTY) Limited.