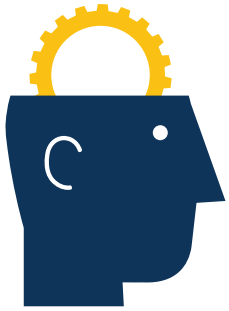


Train the Investor Brain

BRIDGEHOUSE ASSET MANAGERS

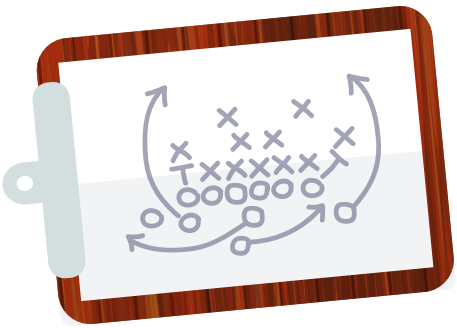
THE BRANDES INSTITUTE

1 Behavioural Finance

Understanding the science of decision-making as it applies to investment decisions may help investors make less emotional and more rational investment choices.

2 Biases

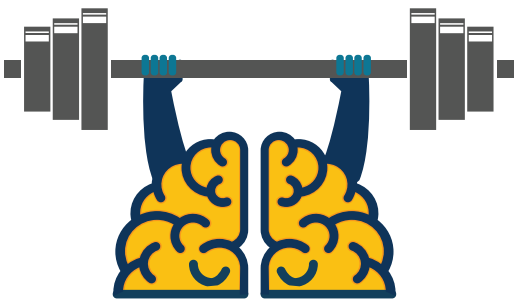
Recognizing influences that can be harmful to investment decision-making may raise awareness and help explain why investors sometimes make poor choices.



TRAIN YOUR INVESTOR BRAIN

3 Tools

Bridgehouse's tools and techniques are designed to help investors keep their emotions regarding investments in check and ultimately help make better investment decisions.



4 Process

Sticking to a sound, rational investment process can help avoid common investment mistakes and enhance the potential for keeping on track toward long-term goals.

Bridgehouse Asset Managers is pleased to present *Train the Investor Brain,* an educational series of tools and tactics developed by The Brandes Institute. These tools are designed to help address and overcome common investor misperceptions.

GET THE LATEST RESEARCH & IDEAS

bridgehousecanada.com | @BridgehouseCA @BrandesInsights

The Brandes Institute is a division of Brandes Investment Partners®. Copyright ©2017. This report is published by Brandes and they have given Bridgehouse permission to distribute it. The foregoing reflects the thoughts and opinions of Brandes Investment Partners® exclusively and is subject to change without notice. Bridgehouse Asset Managers® is a trade name of Brandes Investment Partners & Co. (Bridgehouse). Brandes Investment Partners® is a registered trademark of Brandes Investment Partners, L.P. (Brandes LP), which is an affiliate of Bridgehouse. Provided for illustrative purposes only. Published April 2018.