



The Unbiased Advisor: 101 Ways To Avoid Costly Investment Mistakes, Make More Money, and Achieve Financial Health

Warren Mackenzie

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More than ever, Canadians must rely on their investment decisions to determine their families' security and ensure their retirement. But how many investors are actually receiving unbiased, easily understandable and practical advice on their investments? Are they selecting the right level of risk? Do they know what a reasonable rate of return is in today's market? And are they making mistakes now that may compromise their future retirement plans?

Warren MacKenzie has over 20 years of experience in the investment industry. Through his company, Second Opinion Investor Services Inc., he offers unbiased, straightforward check-ups for every level of investor. He's seen the common and costly investment mistakes Canadians make and the obstacles that every investor faces. Covering all aspects of financial planning, including choosing a financial advisor; market basics; measuring and controlling risk; paying less tax; and avoiding common financial pitfalls, MacKenzie offers 101 concise, action-oriented prescriptions for healthy investing. Readers will learn how to:

- understand an advisor's investment strategy
- avoid being fooled by a fund's average return
- make portfolio changes in keeping with the game plan
- understand how emotion and logic move the market
- realize that the buy and hold strategy isn't always right

Honest, unbiased and practical, *The Unbiased Advisor* gives you invaluable advice on getting the most from your advisor, your investments and your money.

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