

TIME WELL \$PENT



The Gamble Illusion



Why Investing Feels Risky

By: Brian Brummett, CFP®
Portfolio Manager

A few years ago, I had a client tell me he was done with investing. "It's all just gambling," he said. "May as well go to Vegas—at least they give you free drinks." I think he was only half joking.

I understood where he was coming from though. The market had been rocky, the headlines were loud, and it felt like everyone was either panicking or chasing the next big thing. From the outside, investing can look like gambling. Money is going up and down with no clear reason, people are making bold bets, and people can become winners and losers overnight.

But the more we talked, the clearer it became that what he'd experienced wasn't investing, it was reacting. Gambling is built on chance. You put money down, hope for the best, and the house usually wins. There's no ownership, no growth, no real strategy. Gambling is mostly just risk for the thrill of reward.

Investing, at its core, is completely different. It's the process of owning things that have value. This value is in the form of companies that make products, deliver services, employ people, and evolve over time. It's not about luck, it's about participation. Sure, it has risks. But it also has fundamentals, structure, and the power of time. You're not hoping for a lucky break, you're building something.

The real difference comes down to intention. If you're throwing money at trends, trying to time the market, or chasing hype, then yes, it starts to look and feel like gambling. But investing, real investing, is quiet, patient, and often pretty boring. And that's a good thing.

By the end of that conversation, my client hadn't changed his mind entirely. But he did admit something: "Maybe I wasn't gambling. Maybe I was just impatient."

THAT'S A DISTINCTION WORTH THINKING ABOUT.

DIMENSION	INVESTING	GAMBLING
TIME HORIZON	LONG-TERM (YEARS/DECADES)	SHORT-TERM (MINUTES/HOURS)
EXPECTED RETURN	POSITIVE (BASED ON HISTORICAL DATA)	NEGATIVE (HOUSE EDGE)
REGULATION	HEAVILY REGULATED BY SEC, FINRA, ETC.	OFTEN REGULATED, WITH HOUSE CONTROL
TRANSPARENCY	PUBLIC FINANCIALS, AUDITED REPORTS	ODDS SET BY OPERATOR, RARELY AUDITED
PROBABILITY	STATISTICAL EDGE WITH DIVERSIFICATION	FIXED ODDS FAVORING THE HOUSE
SKILL INFLUENCE	HIGH (RESEARCH, STRATEGY)	LOW (LUCK-DRIVEN OUTCOMES)

UPCOMING EVENTS

THE BIG BEAUTIFUL BILL

& YOUR BOTTOM LINE

LUNCH & LEARN
AUGUST 21, 2025
NOON - 1PM
AFI OFFICE



DID YOU KNOW?



CATTLE (WHICH INCLUDE SHEEP, CAMELS, AND OTHER LIVESTOCK) ARE THE FIRST AND OLDEST FORM OF MONEY. EACH HEAD OF CATTLE WAS CALLED A CAPUT, WHICH IS LATIN FOR "HEAD." SO, A PERSON WITH A LOT OF CATTLE HAD LOTS OF CAPUT OR "CAPITAL," A WORD STILL USED TODAY TO DESCRIBE MONEY.

THE AFI IMPACT



BE SURE TO FOLLOW US ON ALL OF OUR SOCIAL CHANNELS TO STAY CONNECTED WITH CURRENT EVENTS



THE BIG BEAUTIFUL BILL & YOUR BOTTOM LINE - AUGUST LUNCH & LEARN

What exactly is in President Trump's "Big Beautiful Bill"? More importantly — what does it mean for your money? Join us for "The Big Beautiful Bill & Your Bottom Line" — a dynamic Lunch & Learn hosted at the AFI Office on August 21, 2025, from Noon to 1PM. We'll break down what's real, what's rumored, and what you need to know to stay ahead. This isn't just politics — this is your portfolio, your retirement, and your financial future.

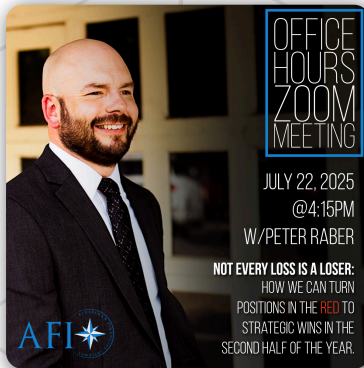
✓ FREE LUNCH

✓ FAST FACTS

✓ HONEST INSIGHT FROM REAL ADVISORS

✉ RSVP NOW: CONNECT@AFIADVISORS.COM

➔ SEATS ARE LIMITED. RESERVE YOUR SPOT TODAY — YOUR BOTTOM LINE WILL THANK YOU!



NOT EVERY LOSS IS A LOSER: OFFICE HOURS 7-22-25 RECORDING

Some portfolio positions may look like losers - but are they really losses?

Watch the recording of our Office Hours Zoom Meeting with Peter Raber from Tuesday, July 22, as he breaks down how to turn red ink into real opportunity. This quick, no-fluff session will give you actionable insight on how to shift under-performing assets into strategic wins before the year is out.



What you'll gain:

- A fresh perspective on market downturns
- Strategy tips for the second half of 2025
- Straightforward guidance from a trusted advisor



SWINGING INTO FUN FEST 2025: A JAZZY GOOD TIME!

This year, the Greeneville Swing Band took the stage during Fun Fest 2025 in Kingsport, TN, and it was a blast! The band's set-list was packed with classic jazz and rock tunes, setting the perfect vibe for this annual celebration. Josh Shores, our very own Director of Marketing at AFI, played drums with the group, and the energy was electric. The crowd was fantastic, and rumor has it — Elvis was in the building! With a surprise appearance from the King himself, it was a performance to remember. Whether you were there or missed it, it's always a great time when music, community, and fun come together. Looking forward to next year's performance already!



Leadership is not confined to titles or corner offices - it thrives in the actions, choices, and influence of everyday people. Called to Trek is a transformative, one day, conference designed for those that play pivotal roles in their families, communities, and workplaces. This event will equip attendees with the mindset and tools to step into their full leadership potential.

This conference is not about traditional leadership training. It's about unlocking the extraordinary, God given, potential in ordinary people who lead by example every day. By compelling stories, interactive sessions, and expert insights, participants will leave empowered to recognize and embrace their influence with boldness and confidence. Leadership is already within us. It's time to unlock it.

FOLLOW THE CALL

Use the QR code to register and join the trek.



WWW.AFIADVISORS.COM

We ♥ Referrals