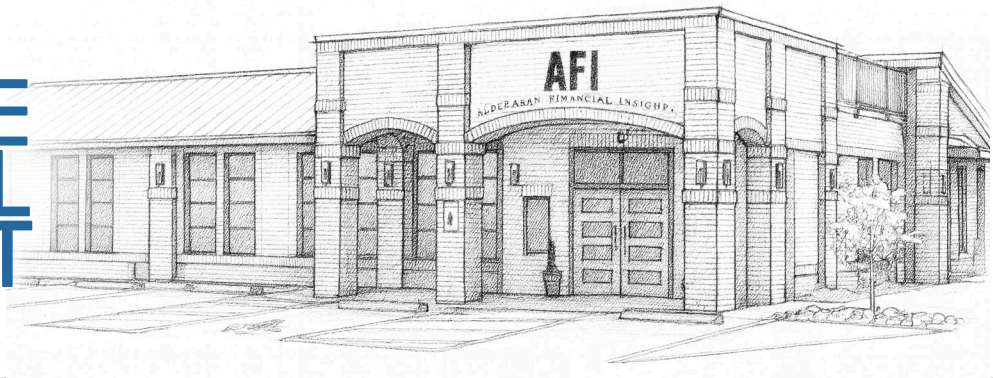
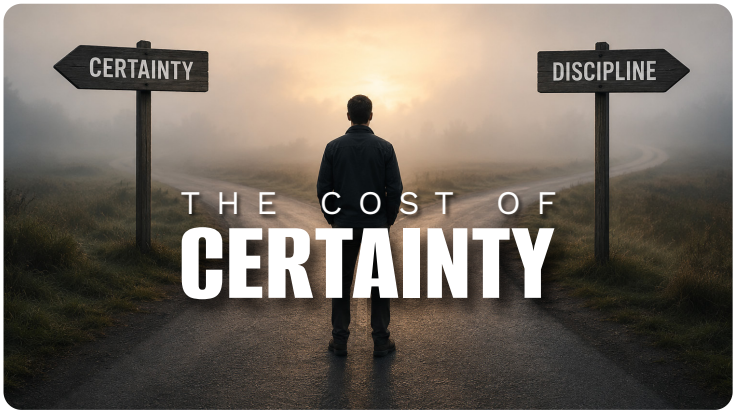
TIME WELL SPENT



AFI

July 2026



Most of us naturally seek certainty. We want to know our money is safe, that it will be there when we need it, and that it won't disappear because of a bad day in the stock market.

Take a savings account. If you have $10,000 sitting in the bank today, there's a good chance you'll still have about $10,000 there a year from now, plus a little interest. That feels safe, and for money you'll need in the near future, it usually is.

The problem is that while your account balance may not change very much, the world around it does. Groceries become more expensive. Homes become more expensive. Cars, healthcare, and just about everything else tend to cost more over time. Your $10,000 may still be there, but it likely won't buy as much as it does today. In other words, the price you pay for certainty is often a gradual loss of purchasing power.

One thing that's easy to overlook is that every dollar has a job. Money you'll need next month has a very different purpose than money you won't touch for twenty years. An emergency fund is there to provide stability, not growth. Money set aside for a home purchase in the next year or two shouldn't be exposed to the ups and downs of the stock market. On the other hand, retirement savings have decades to recover from market declines and benefit from long-term growth. When you match your investments to the purpose of the money, short-term market swings become much less concerning because each dollar is being asked to do the job it was intended to do.

The same idea applies within your investments. None of us knows which industries will lead the next decade, which companies will become tomorrow's winners, or what unexpected events lie ahead. Putting all of your money behind a single idea, whether it's artificial intelligence, real estate, healthcare, or avoiding one of those areas altogether, is a bet that your view of the future is the right one. That's one of the reasons diversification has remained one of the most powerful investing principles for generations.

Diversification doesn't guarantee you'll have the best-performing portfolio in any given year. In fact, it almost guarantees that something you own will disappoint you. But that's the point. If one investment, industry, or even an entire part of the world struggles, another may be doing well at the same time. Instead of relying on a single prediction about the future, you're acknowledging that the future is impossible to predict with complete confidence. That doesn't eliminate risk, but it can make your portfolio more resilient when life doesn't unfold the way anyone expected.

Every financial decision involves tradeoffs. Cash provides stability but loses purchasing power over time. Stocks offer greater long-term growth but come with short-term volatility. Concentrated investments can produce exceptional returns, but they can also produce

Every financial decision involves tradeoffs. Cash provides stability but loses purchasing power over time. Stocks offer greater long-term growth but come with short-term volatility. Concentrated investments can produce exceptional returns, but they can also produce exceptional disappointment. Successful investing isn't about finding certainty. It's about recognizing that the future is uncertain and building a plan that doesn't depend on being exactly right.

The most successful financial plans aren't built on certainty. They're built to succeed even when the future surprises us.



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THE AFI IMPACT

COMMUNITY - CONNECTION - COMMITMENT



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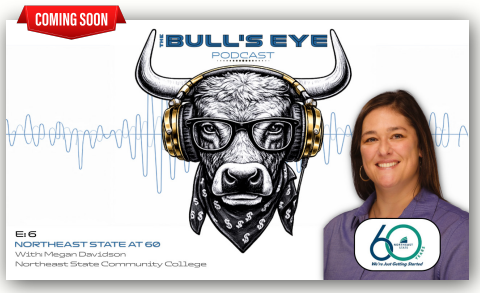
Today's productivity report:

- ✅ Tail wagging
- ✅ Belly rubs
- ✅ Team morale boost
- ❌ Personal space

Sam stopped by AFI today and quickly reminded us that sometimes the best investment is a few minutes of pure joy.





DID YOU KNOW?

One of the biggest challenges for investors isn't choosing the right investment—it's staying invested. Studies have consistently shown that trying to predict the market's next move often leads to buying after prices have risen and selling after they've fallen. In fact, missing just a handful of the market's best-performing days over many years can have a dramatic impact on long-term returns. While no one can predict the future with certainty, maintaining a disciplined, long-term investment strategy has historically proven to be a more reliable path than attempting to time the market.

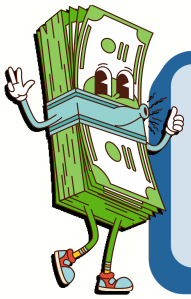
BEHAVIORAL FINANCE

Our brains naturally crave certainty, especially when markets become volatile. That's why investors often feel tempted to make emotional decisions during uncertain times. Recognizing those emotions—and sticking to a well-thought-out plan—is one of the most valuable investing skills anyone can develop.

MYTH VS. FACT

Myth: *You have to wait for the "perfect" time to invest.*

Fact: History suggests that consistently investing over time has often produced better results than trying to predict market highs and lows. While no strategy guarantees success, time in the market has generally proven more valuable than timing the market.



Money, In Plain English: Market Timing

What it is: *Trying to predict the best times to buy or sell investments based on market movements.*
Why it matters: *Missing just a few strong market days can significantly reduce long-term investment returns.*
When it usually comes up: *Market swings, economic uncertainty, or after major headlines impact confidence.*



SPACE X IPO: Opportunity or Orbiting the Hype?

SpaceX has captured the world's attention—but when excitement meets investing, the real questions begin. In this episode of The Bull's Eye Podcast, Josh, Peter, and Brian break down the SpaceX IPO conversation, the valuation behind the buzz, and what investors should consider before getting caught up in the excitement. Because a great company, a great story, and a great investment aren't always the same thing.