

3 Investment Mistakes

That Could Be Killing Your Portfolio



Why Our Clients Love Us:

"Bobby, Jordan and team are like having a huge financial services juggernaut delivered in a small and mighty team. That means you get sophisticated investment advice combined with personal attention. Strong investment returns mixed with personalized financial planning to help you meet your long-term goals. And they provide proactive, consistent communication to keep you engaged in your financial well-being."

- **Ted G.**

"Amazing group of people to work with. Class, excellence and professionalism. There is a family feel to everything they do. Highly recommended!"

- **Kevin C.**

"My husband and I have been working with Bobby for close to 5 years now. I can honestly say that we would not be where we are today if we did not have Green Ridge Wealth Planning on our side."

- **Nicole W.**

"Bobby, Jordan and Stacia are exceptional and extremely professional. Questions are answered quickly and emails are returned same day. Short term and long term planning is provided and a clear path will be presented to you in easy to understand language."

- **Jim S.**

"Bobby, Jordan & Stacia are a dream team to work with. They are a wealth of knowledge and have helped us immensely manage our income and investments. Most beneficially, they have helped grow our portfolio performance significantly in the past year and plan for an early retirement."

- **Amy L.**

"It's not just because Bobby and his team are extremely knowledgeable and experienced. It's because they are also incredibly kind, trustworthy, and patient that makes us so glad they are our financial advisors for over five years now. I highly recommend them!"

- **Karla**

"The team at Green Ridge has done a great job working with me to help identify and target my goals. The communication is fantastic, I am clear on their thought process, I love that they have an opinion and are really follow the markets. I not only trust them as advisors, but I refer them!"

- **Steve D.**

"I have had the privilege of working, collaborating, and socializing with Bobby over the last seven years. In addition to having in-depth knowledge, Bobby is an individual who does not rest until a solution is found. With this determination, knowledge, and fortitude, Bobby has excelled in his field. These characteristics and his firm's responsiveness and attention to detail are just a few of the reasons I continue to recommend Bobby to our firm's clients."

- **Brian G.**

"Bobby, Jordan & Stacia are a dream team to work with. They are a wealth of knowledge and have helped us immensely manage our income and investments. Most beneficially, they have helped grow our portfolio performance significantly in the past year and plan for early retirement."

- **Amy L.**

"I have been a client for over 10 years. This is the team I have chosen to manage my finances as well as family, friends and clients. I have no patience for "set it and forget it" investing. I want a personalized experience that allows me to take advantage of all opportunities in an ever changing marketplace. I want to take on risk when it makes sense to take on risk, and I want to be conservative when it makes sense to be conservative. Most importantly, I want to understand market conditions and the activity in my portfolio without having to sacrifice time at work and with family. Markets are volatile but when you are well informed, panic never sets in. I'm never in the dark, my Green Ridge family are always just a phone call or email away. If you are looking for a fresh and introspective wealth planning strategy, simply read a Green Ridge Wealth Plan Blog, or sign on for a Live Facebook presentation. A 15 minute conversation with Bobby & Jordan will get you excited again about planning for your future! Thank you Bobby, Stacia, and Jordan for your friendship, patience, and honorable commitment to your clients."

- Don A.

"Bobby has managed our accounts for more than five years now and the investments we count on for our future wellbeing cannot be in better hands. He is an astute listener and a responsive partner who makes it his business to address our questions, thoughts and concerns as both immediate and long-term needs fluctuate. On a dime responsive, even-keeled, calming and proactive as markets rock and roll, he and his team always go the extra mile to build, tend and regularly review our portfolios. In our experience, it is unusual to find a financial planner who is as nuanced a communicator and who sharply reflects client-centered understanding as he advises and guides. He can take pride in the fact that he is a talented educator on financial matters, building the confidence of his customers through the provision of information and his willingness to talk through many options. Personable, patient, hard-working, earnest, easily accessible, he has built a trusted relationship with us that we value highly and plan to continue for many years. "

- Rebecca S. & Deborah L.

"Bobby has worked with my family and business for almost a decade. Here are 3 strong ways in how he is different from his competition: First and foremost, he loses sleep thinking about how to better his clients. He is empathetic, but a strong coach that knows where empathy cannot lead to excuses or inaction. An advisor of pro and con education that is meant to empower his clients to understand their finances and their options when making decisions. Second, he knows investments and economics, isn't a salesman like other advisors. Read his and Jordan's blogs and market updates. These things are not created by corporate and sent down as mandates. They are smart and know their stuff. Third, they are accountable, proactive, strategically reactive...meaning they are ENGAGED under all circumstances. If you are looking for a robot that hands you off-the-shelf solutions and is set it and forget it then GRWP is the wrong fit!"

- Luke & Dawn I.

"I've been working with Bobby and his team for 10 years. I thought I was doing "well" with my finances until I had my very first conversation with him. It didn't take long for me to see how intelligent, forthcoming, and genuine he is. Not only is he making me money, but he and his team's focus on customer service is also outstanding. They're available, patient, and knowledgeable. A great time that I trust completely. "

- Komal C.

"My husband and I have been working with Bobby for close to 5 years now. We are small business owners...a 3rd generation family business. We knew we needed someone to help with our personal financial goals, but also to help us navigate the ever-changing tax rules and insurance regulations that go along with owning your own business. Bobby has been able to guide us in the right direction aligned with our business's growth, as well as help us create a network of professionals who know what they are doing and care about the growth of our business. Estate planning, mortgage refinancing, accounting, and legal counsel are just a few of the services we've benefited from since working with Green Ridge. Jordan, Stacia and Bobby are dedicated to our family's financial well-being and our business's continued success. They are smart, honest, hard-working people. They answer the phone when you call! They are always available to help with any little, silly question I may have and the turnaround time is quick. I can honestly say that we would not be where we are today if we did not have Green Ridge Wealth Planning on our side."

- Jeff & Nicole W.

The testimonials provided are not representative of all experiences. Additional information about client services of Green Ridge Wealth Planning can be found at www.grwealthplan.com. Be sure to first consult with a qualified financial adviser and/or tax professional before implementing any strategy discussed herein. Past performance is not indicative of future performance.

CHAPTER 1:

Diversification is just lazy asset management

Conventional investing wisdom says that “diversification” is the best investment strategy, right? Wrong. “Diversification” is a buzzword that investment managers use to make their clients feel warm and fuzzy. Classic “diversification” is a way for an investment manager to deliver decent returns while doing minimal work.

Sure, it's a safe approach for DIY investors with limited knowledge. But if you're paying a seasoned professional to oversee your investments, you should expect a heck of a lot more than that. You should expect them to be finding the big dollar opportunities, **and capitalizing on it.**

Lazy “diversification” is like a farmer throwing seed around indiscriminately. Strategic investing is seeking out the best soil while avoiding the rocks and thistles. It's a more efficient use of your resources, and it yields much better returns.

Are we suggesting you put all your eggs in one basket? Never. What we ARE suggesting is an intelligent and targeted approach to growing your wealth.

2020 was a perfect example of why proactive investing is different than lazy diversification. In March and April of 2020, the market went down in unison across the board. Real investors found the rebound opportunities and intelligently reorganized their investments. Lazy asset managers closed their eyes and just told their investors things would come back. Lazy lost a lot of money in 2020. They started panicking and clamoring to take advantage of the next trend, rightfully so.

Here's the thing you need to understand: **these kinds of market fluctuations are happening all the time**, albeit at a smaller scale.

If you're simply “diversified,” you can cross your fingers and hope to ride the general upward trend of the market. But the investment strategies that yield the best results for our clients are the ones that **proactively ebb and flow with the threats and opportunities that the market presents.**

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When we saw the entire market go down in unison, it was a chance for us to pull out our shopping list and look for companies that we knew had the cash flow to weather the storm, and was technology forward in the way they approached their business versus their competitors. Not just tech companies, but companies across the board that adapted technology in a way that they can **WIN** in an environment that was shut down.

Robert J. Mascia, CFBS
CEO, Founder & Financial Planner

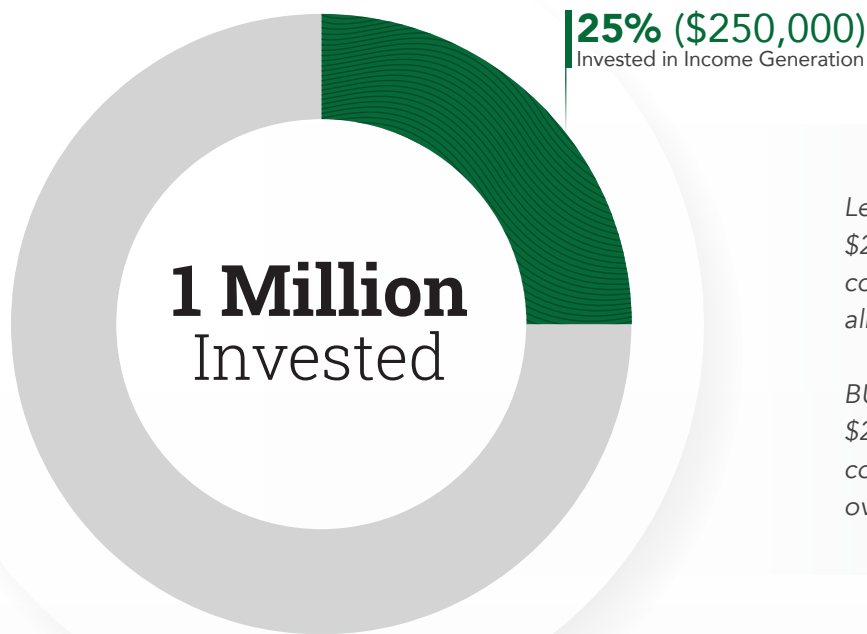


CHAPTER 2:

You're overinvested in the losers

People are shocked when we uncover the problem areas of their portfolios. Frankly, too many investors have a whole lot of money tied up in **investments that are yielding garbage returns**. These investments might have been performing well back in the day, or maybe it was a calculated risk that an investor took years ago and then forgot about. Whatever the case, being overinvested in low-performing assets will absolutely crush the overall performance of your portfolio.

Here's a simple back-of-the-napkin example. Imagine you have 1 million invested, and 25% (\$250,000) of that is invested in income generating investments like dividends or bonds. Sure, bonds are safe, but are they? With interest rates as low as they are, there are a number of complexities that make bond investing a tactical game. **Gone are the days of buy and hold thinking you are "playing it safe."**



Let's say you earn **3%** in income for that \$250,000 over five years. With no additional contributions, your portfolio would be at almost **\$290,000** -- almost **\$40,000** gain.

BUT, let's say you could earn **7%** on that \$250,000 over five years. With no additional contributions, those investments would be over **\$350,000** -- a **\$100,000** gain.

Does it really make sense to tie up that much of your portfolio without a seasoned manager overseeing your accounts? This is the kind of overinvestment that will actually have your own money working against you....and we haven't even begun to discuss the overinvestment in industries, sectors and regions of the stocks and bonds you may be holding! **Holy Pandora's Box!**

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Too many investors assume that a conservative strategy means they have to sacrifice great returns. That **IS NOT** always true!

Robert J. Mascia, CFBS
CEO, Founder & Financial Planner

CHAPTER 3:

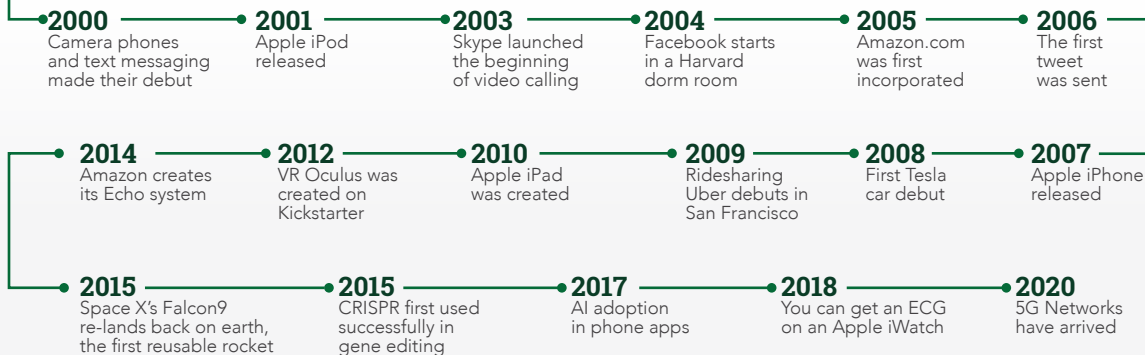
You're underinvested in the winners

Everybody wishes they got in at the ground floor of today's most popular and innovative companies like Google, Facebook, Netflix and Amazon. On January 1, 2010, Google was trading for about \$264 a share. By January of 2021, **their stock had increased 554% and was trading for \$1,728.**

The investors that are kicking themselves today are the ones that didn't pivot appropriately during 2020. While many parts of our economy took a major hit in 2020, some sectors thrived.

Per a recent McKinsey global study, the Covid crisis has accelerated the digitization of businesses by over seven years globally. Seven years in 12 months! What do seven years of acceleration look like?

Let's look at an abridged version of the last 20 years from some of the most recognizable retail changes. There's an important reason why we're looking back -- you know full well that the earliest investors in these innovative companies are reaping whirlwinds right now.



What really gets us amped up when we look at this abridged 20-year timeline is considering what will fill the next 10 years. What themes will play the biggest roles? What companies will benefit? And most importantly, **how can we leverage our investment strategies now to take advantage of the inevitable growth these industries are primed for?**

Some things to keep an eye on:

- Artificial Intelligence, dubbed AI, will change how we interact with augmented reality, robotics, and software interfacing.
- Quantum Computing and the processing of data at lightning-fast speeds.
- Blockchain and the storage and maintenance of data.
- Genome Sequencing advancing healthcare through individualized and customized medications and solutions for curing diseases, preventing disease, and longevity of life.
- Fuel Storage allowing us to do more with less waste, smaller capacity, and greater efficiency, affecting travel, logistics, exploration, device sizes, and usage.
- Communication advancements allowing us to move large data securely and seamlessly in seconds.

BONUS CHAPTER 4:

What they're not telling you about commissions and bias

There are several factors to consider when choosing an investment manager -- experience, trust, customer service. But it's also critical to understand **how your financial advisor gets paid**, and this is where many investors drop the ball. The way your advisor gets paid can have a direct correlation to the direction they take for your investments.

A commission-based advisor's income is earned entirely on the products they sell or the accounts that are opened. That could be a mutual fund, an annuity, or a proprietary fund. Here's the bottom line: if your accounts do poorly, **your advisor is still making money**. That's why seasoned investors are skeptical that commission-based advisors keep their best interests at heart when selling an investment or security.

How Do Commissions Work?

Let's say you decide to invest \$500,000 with a commission-based investment manager.

Fees can range, but let's use an A-share mutual fund fee of 4% and not an average annuity commission of 7%.

Their 4% fee comes right off the top before you're even invested, so only \$480,000 actually goes into your portfolio. Your first 4% of earnings just gets you back to where you started, while your investment manager has already taken home \$20,000!



On top of that, there are the random fees that come up throughout your relationship with other investment managers :

- If you buy shares
- If you sell shares
- If you want to exit

} **There is a Fee.**

When you work with a fee-only fiduciary like Green Ridge Wealth Planning, all of our management services are included in one simple fee. There are no trading fees. No exit fees. **TOTAL TRANSPARENCY.**

How Do Fiduciaries Work?

A fee-only fiduciary (like Green Ridge Wealth Planning) charges a percentage of the total assets we're managing. **That means if we want to do well, we have to help you do well first.**

Being a fee-only fiduciary is a BIG DEAL! We are held to a higher standard than your typical advisors that sell commissionable products.

Let's say we charge a 1% fee on the total sum of investments we're managing. We charge .25% per quarter. 4 quarters in a year. Total annual fee 1%. Not up front, but over time. That means, if your portfolio goes from \$800,000 to \$750,000 and you lose some returns, **we lose our returns with you**. That's not the case when your investment manager is sitting back collecting commissions.

Being a fee-only fiduciary means we have a legal and ethical obligation to put your financial interests before our own. We don't accept commissions, we don't sell products, and we have no hidden objectives. We just do real wealth management.

NEED MORE HELP?

Get a Portfolio Analysis

If you're still not sure where to go from here, take advantage of a free portfolio analysis from Bobby and Jordan. Whether you're doing it yourself or paying a pro, we'll give you our honest assessment, as fiduciaries, and we'll let you know exactly where you might be missing out.

Call us at 973-554-1770
to sign up for a confidential, no-obligation analysis.



Jordan Kaufman
Chief Investment Officer
18 Years of Experience

Bobby Mascia
CEO, Founder & Financial Planner
23 Years of Experience

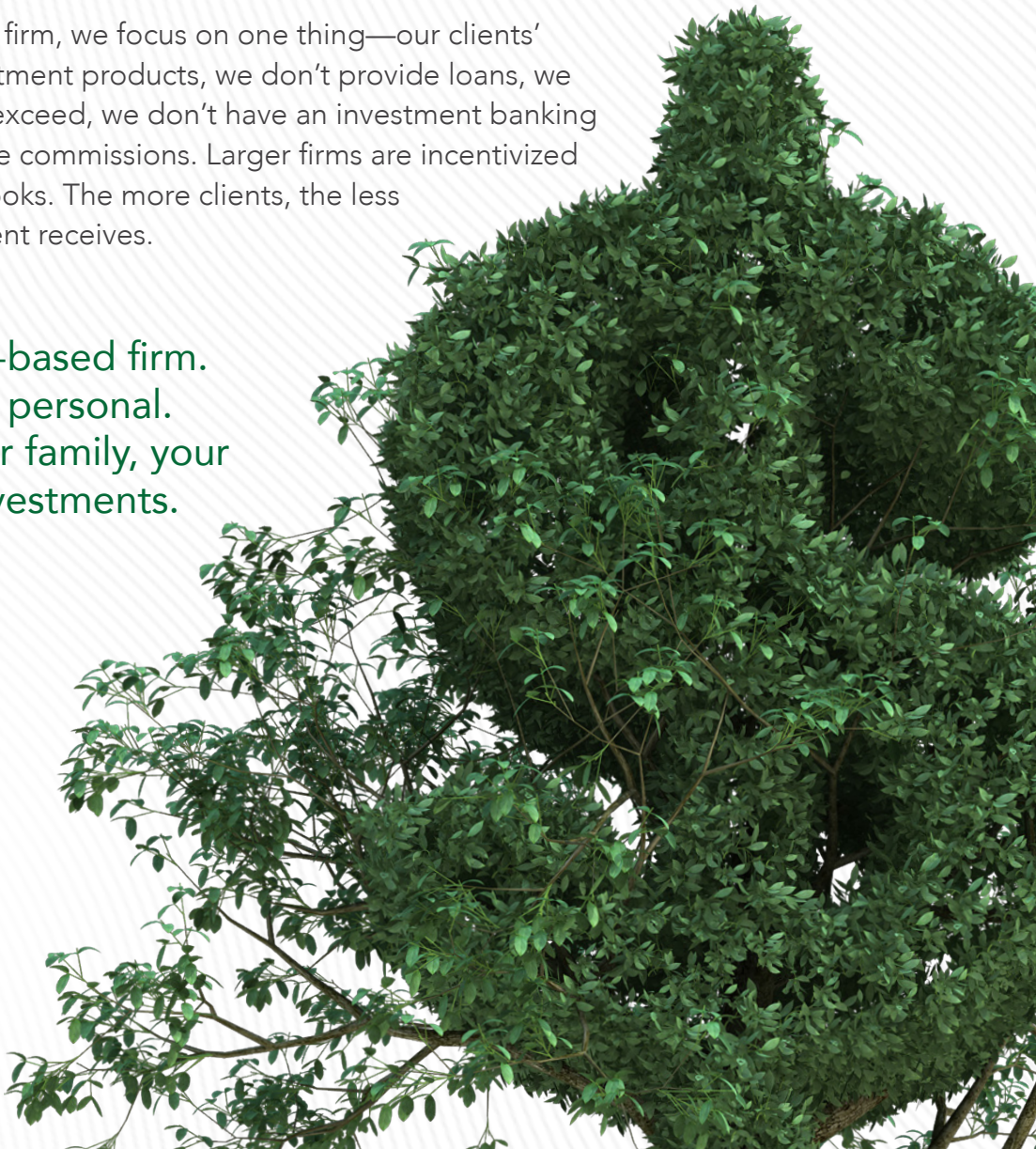
ABOUT Green Ridge Wealth Planning

Bobby and Jordan have worked with hundreds of investors to identify the problem areas of their portfolios -- the areas that are leaving A LOT of money on the table year after year.

Bobby started Green Ridge Wealth Planning because he was tired of the way Wall Street operates. He knows that for his clients to really thrive, they need one-on-one personalized attention.

As a boutique, independent firm, we focus on one thing—our clients' finances. We don't sell investment products, we don't provide loans, we have no corporate goals to exceed, we don't have an investment banking division, and we don't charge commissions. Larger firms are incentivized to hold voluminous client books. The more clients, the less individual attention each client receives.

**We are not a volume-based firm.
What we do is highly personal.
Our focus is you, your family, your
business and your investments.**



ROBERT J. MASCIA, CFBS

Chief Executive Officer

Education / Certifications:

- Lehigh University:
B.S. Finance , B.S. Marketing
- Certified in Business
Succession Planning
- Certified Family Business Specialist (CFBS)

Experience:

- Consultant for asset management firms and hedge funds, including Martin Zweig
- Corporate real estate analysis for Thompson Financial
- Owner / Operator of over 40 successful franchise and independent businesses

Robert Mascia, Bobby, founded Green Ridge Wealth Planning to offer his clients boutique, highly personalized financial planning and investment management services. Bobby lives in Basking Ridge, NJ with his wife Brooke, sons Aidan and Danny, and daughter Riley. In his spare time he coaches his boys in competitive sports, plays softball and enjoys cycling and mountain biking.

Why create GRWP?

- His goal was to create a firm that was free from commissions, so that when you do better, the firm does better.
- He realized that the difference between successful people that built a strong financial foundation and those that lived spoon to mouth was good advice from a team of trusted professionals.

Bobby's Role as CEO:

- Helping the firm's clients strategize on how to most efficiently attain financial freedom through planning and investment management
- Positioning the firm and its resources to give our clients best in class results
- Strategizing with business owner clients to make the most out of their largest asset



JORDAN C. KAUFMAN, CFA, CFP

Chief Investment Officer

Education / Certifications:

- George Washington University:
B.A.S. Economics and Statistics
- Columbia University:
Master's degree, Statistics
- Chartered Financial Analyst (CFA)
- Certified Financial Planner (CFP®)

Experience:

- Wealth Advisor - Opt Advisory
- Portfolio Manager - Oppenheimer & Co
- Vice President, Asset Management - Goldman Sachs
- Senior Investment Analyst - Satovsky Asset Management
- Trader/Research Analyst - Davis Capital Management
- Trader - Hold Brothers Capital, LLC

Jordan Kaufman is our numbers guy, as you can see from his Masters in Statistics from Columbia University, CFA and CFP designations. Jordan spent his career in hedge funds and institutional asset management, giving him perspective few in the financial advisory field have. Jordan joined GRWP as Partner and CIO in 2020, sharing with Bobby the same passion for his clients, vision for the firm, and entrepreneurial spirit to adapt and evolve to the ever-changing world and needs of his clients.

Jordan lives in Ridgewood with his wife Justine, daughter Colette, and Penny and Odie, the family dogs. Jordan spends time volunteering with local charities, serving on the board of trustees for West Bergen Mental Healthcare, and is an active member of Ridgewood A.M. Rotary club. He is also an avid golfer and paddle competitor.

Jordan's Role as CIO:

- Knower of all things market and economy related
- Portfolio creation and risk management
- Financial planning and tax management



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Past performance of specific investment advice should not be relied upon without knowledge of certain circumstances of market events, nature and timing of the investments, and relevant constraints of the investment. Green Ridge Wealth Planning has presented information in a fair and balanced manner.

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