

CHICAGOLAND CHAPTER NEWSLETTER
Serving Chicago and North/South Suburban Counties & Beyond

PRESIDENT'S MESSAGE

Happy New Year to our BetterInvesting Community. As your newly elected Chicagoland Chapter President, I would like for you to reflect on the past year 2021 and make a couple of suggestions as we move into 2022.

- **First, revisit your investing goals.** As a member of the BetterInvesting Community, we revisit our goals annually individually and as investment club members. Think of why you/we started to invest and develop a few new reasons to expand your short-term goals. These goals can be accomplished within a year and hold each other accountable to grow. These goals are there to stretch your investment progress. Each change that you incorporate helps to track your progress toward your end goal that you've set for 2022.
- **Secondly, what tools have been helpful in reaching your investment goals?** Share those tools with your members and add the local chapter as part of your community. We are excited to have BI members share with us what is working well for their clubs. Your input might be something new we add to the Chicagoland Model Investment Club or our individual investment goals.
- **Finally,** outside of BetterInvesting magazine, what are you listening to or reading that helped your investment goals? What information gets you excited about investing? Please share those tools with us as well.

Remember, the Chicagoland directors are here to assist you in your investment journey. Stay connected with our calendar via the BI website. Follow the chapter on EventBrite for online workshops and our monthly model club meetings. Thank you for allowing me to serve as your Chapter President and have a prosperous 2022.

Sheryl R. Carter, President
Chicagoland Chapter

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Chicagoland Chapter Club Success Story

The dictionary defines lofty as “rising to great heights.” This is certainly true of **The Lofty Investment Club**, a Chicagoland chapter club that is 17 years strong. The seven-member club took its name from a Mount Prospect Pizza Parlor, *The Loft*, where they held club meetings and made buy/sell decisions. The club credits BetterInvesting methodology in keeping the club on the right path. They also hail club member, Joyce Lund, for keeping the club on task. “Don’t get attached to your stocks,” says Joyce. She also said to follow the meeting agenda because it provides discipline. The members strongly agree and believe that BI provides the single best method for analyzing stocks and provides the confidence to stand behind your stock selection guide (SSG). Another discipline they apply to managing their portfolio is to sort their stocks by Projected Annual Return (PAR) because it is a good indication of continued growth or slowing returns. They also use third-party tools to evaluate their judgement such as Value Line and Manifest Investing.



Lofty Investment Club
(Left to right)

Carol Jeuell
Jay Dahl
Rick Zozak
Bill Barnes
Joyce Lund
Lennard Lund
Paul Kramer

When asked about their biggest stock mistake, the members laughed and said, “Not buying Apple when it was in the low teens.” They also believe that as a club you must stand behind your decisions and move on.

They also take time to have fun. The biggest thrill for Lennard and Joyce Lund was playing Bridge with Warren Buffet and Bill Gates at a Berkshire Hathaway annual meeting. The club expects to continue investing and learning from BetterInvesting for a long time to come.

Best Investment Company for You

By Tom DeVries

There are so many factors to consider when picking the right investment firm to use for managing your portfolio. Before opening an account with any firm, make sure you read up on the fees, all the fees. Fees are the biggest factor you need to consider when choosing an investment firm. Every firm will have fees they charge for each transaction. Those fees may be small, but they add up over time. The more you learn about the fees, the more you are equipped with the information you need to make an educated decision. To start, you can consider prioritizing the fees based on how you choose to invest below:

Self-Directed: You are making the decisions on your investments, so the firm should not be charging a commission to trade stocks. The EFTs and mutual funds should have a wide range of asset classes with low expense ratios.

Robo-Advisor: The firm's robo-advisor should charge annual fees of 0.25% or less. If not, the robo-advisor that charges more should provide additional features. One of those additional features could be unlimited access to a financial advisor who is a Certified Financial Planner (CFP).

Financial Advisor: The industry benchmark for a Financial Advisor is a 1% annual fee for the value of your investments. This person you consider should be a CFP and a fiduciary duty to act in your best interests. Other factors to consider are:

- Ease of use (website and app)
- Customer service
- Educational resources
- Minimum deposit amount
- Account types (i.e., retirement accounts like IRAs, Roth)
- Research tools and data
- Asset classes available (i.e., stocks and bonds)
- Stock data. Does it offer charts, beta, P/E ratios, and more?
- Navigation
- Speed. How fast do transactions go through?

These are the main reasons to choose an investment firm. A good idea is to identify the kinds of investments you want to make in your portfolio. By looking for firms that match the kind of investments you want to make, you are making your life easier and will match with a firm that will work with your investment style.

Best Investment Company for You (continued)

If you are interested in the following ways to invest you should consider a specialized investment firm:

- **Fractional shares** – If you want to invest in individual stocks, buying fractional shares is an affordable way to own small pieces of many companies.
- **Options trading** – Options trades are complex, risky bets on the market that can easily lose money even for experienced investors.
- **Day trading** – buys and sells a financial instrument within the same day.
- **Cryptocurrency** – if you want to directly trade Bitcoin or buy fractional shares of specific cryptos,
- **Individual international stocks** – Invest in some specific international stocks outside of your core portfolio.

Most investment firms will have a minimum initial deposit that they will require people to make. This minimum can range from \$100 to \$50,000 for a specialized account at a big firm. You cannot invest until you find a place that is willing to work with your budget. So look before you start calling up places to discuss your financial goals.

Do not be afraid to check out the fine print because every investment firm will want you to choose them. They may run promotional deals to try to get you to invest your money with them but be careful those promos can be tricky at times.

At the end of the day, the fact that you are deciding to choose an investment firm is important. It can make a difference in how well your investments grow, so choose wisely.

Giddy Up! BINC is coming to Dallas



The BINC 2022 is scheduled in **Dallas, Texas at The Westin Dallas Park Central from June 23-26, 2022**. Register early for discounted pricing on registration. The 70th BetterInvesting National Convention/BINC 2022 is the premiere investment educational event of 2022 and many of your favorite instructors along with several rising stars will showcase their investment wisdom for your benefit. In addition, special presentations by Ralph Acampora, Sam Stovall and Spencer McGowan are scheduled.

BINC 2022 will follow CDC COVID guidelines for your health and wellbeing. A complete listing of BINC details including scheduled instructors, class topics, registration information and hotel reservations can be found at www.betterinvesting.org/BINC.

The BetterInvesting Visit-A-Club and Other Programs

One of the best ways to learn what an investment club is and how one operates is to talk with members of an existing club. That is exactly what the BetterInvesting chapter **Visit-A-Club** program helps you to do. There are numerous investment clubs across the country willing to accept visitors at their meetings. The Chicagoland chapter has a list of those clubs posted on our website, which is the place to go to learn more about the Visit-A-Club program and to find a club to visit closest to you. This list includes the **Chicagoland Model Investment Club**, which is also open to all members and friends. To find out more, log into the BetterInvesting website and click on Meet Our Community/My Chapter/Visit-A-Club.

Does your club want to better understand the **Stock Selection Guide** (SSG)? Why not attend the Chicagoland chapter's **Stock Discussion Group** (SDG)? This monthly program meets online on the second Saturday of each month from 9:00 am to 11:00 am and focuses on BI tools used by members in preparing an SSG. Three or more stocks are presented – no recommendations are made. Sharing information and asking questions are key to helping everyone learn. Details and stocks to be reviewed are announced via the Chapter's website. Join us and have fun.

New Club Resources Page

Welcome to the world of investing with friends and investing the BetterInvesting way. As a nonprofit organization, BetterInvesting's mission is to educate individual investors and investment clubs to become successful lifelong investors. To further our mission, we have recently added a new club resource page on the member website. The resources page will continue to include more club resources related to successfully, safely, and effectively running a stock investment club. Log in at www.betterinvesting.org/members/club-resources to explore all the club resources, such as featured articles, videos, and documents. Are you interested in starting a club of your own? We encourage you to take advantage of this great tool.





Have Your Club's Portfolio Reviewed

Ever wonder how well your club is doing? Portfolio evaluations are performed by Chicagoland chapter directors who analyze your club's portfolio and review the results at your club meeting. The analysis is provided using BetterInvesting tools, including portfolio management analysis and director expertise to evaluate your portfolio. We will assist in determining if your portfolio is meeting your club's goals. This is an educational tool offered free of charge to your club.

Take advantage of this service for your club by calling our chapter hotline at (208) 606-0630.

Want to join the BetterInvesting volunteer nation? The Chicagoland chapter is always looking for energetic people who are willing to work in a team, pitch in and have fun in the process. Not only will you share time with like-minded people, but you will also learn a tremendous amount about investing and BetterInvesting methods. Are you interested in hearing more? Call our chapter hotline at (208) 606-0630.

Chicagoland Directors and Associate Directors

Bill Barnes	Jayne Doyle	Dean Hartley	Wilma Rice	Shirley Truss
Sheryl Carter	Ray Giese	Judy Moran	Paul Rom	Rosemary Wyche
Tom DeVries	Earlene Harris	Akari Muhsani	Sue Spurlin	

Important Notice to our Readers

BetterInvesting is a non-profit educational organization that sponsors programs and provides information through their local volunteer chapters for the education and use of individual investors and investment club members. BetterInvesting neither recommends nor endorses specific securities.