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As humans, we all suffer from some biases. But many of these can be reduced by a robust, objective and disciplined process.

As more and more investors prepare to retire and financial markets remain unpredictable, it will be increasingly important to keep behavioural biases in check.

### A trusted financial adviser can help:



1

Provide education on potential biases and how to recognise whether they are affecting investment decisions



2

Take an objective view of how any decision can have a long-term impact on a portfolio



3

Create a process that considers an investor's goals, circumstances and preferences to keep them focused on their long-term outcomes

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