

## 2 Don't give in to emotional selling.

Losing money in the market hurts.

Wanting to sell out of a falling market to avoid further loss can be pretty intense. However, the cost of emotional selling is that you lock in losses and miss out on the market rebound. Loss aversion can also cause you to hold on to portfolio losers longer than you should

The solution? When you're feeling emotional about your investments, **talk to your financial advisor.**

