



Why Golf is Like Investing!

Recently I realized how much the game of golf is like investing. Every golfer knows it is a frustrating game. Some days you will hit every shot long and straight down the fairway. On other days you can't keep the ball in the fairway to save your life. Golfers spend a huge amount of time and resources taking lessons, trying new equipment, reading books, viewing videos, and practicing aspects of their game. Every time a golfer reaches into his bag for a club, he is risking frustration and disappointment. Even if he hits a perfect shot, he has to do it again on his next shot in order to record a good score. The payoff for a golfer is in beating the course. Golfers strive to shoot par. They revel in making a birdie or an eagle or perhaps the most prized of all, a hole in one! The reality, though, is they are more likely to make a bogey, a double-bogey or worse.

Investors, both professionals and amateurs, face the same set of emotions. Investors also spend a huge amount of time and resources studying trends and market fundamentals, trying new techniques and forecasting tools, reading financial magazines and books, viewing CNBC and listening to market experts, and generally trying to improve their abilities as investors. Every time an investor picks a company to invest in, regardless of how much education or experience he may have, he is also risking frustration and disappointment. Even if his choice is good and it makes money this week or this month, he still must risk frustration and disappointment next week or next month. There is always the hope of making the equivalent of a birdie or an eagle or a hole in one. However, statistics prove that three out of four investment professionals will not beat the market or make the golfing equivalent of par.

You are probably asking, "So what is your point, Jim?" My point is that if you invest with Orion Capital Management, we will make you the investment equivalent of a "scratch golfer". In accordance with our investment methodology, we structure our client portfolios to capture the characteristics of a large variety of different asset classes. Our first objective is to accept market returns before we include additional factors proven to add to portfolio returns without adding risk. What this means is that we expect to equal or do better than the market all of the time!

I know what you are thinking, "That's too simple! What's the Catch?" The catch is that when you get to the clubhouse, you will not be able to describe the beautiful approach shot you hit on #16 or how you sank that 60 foot put on #3. All you will be able to brag about is how you made par --- again!

Respectfully,

Jim Kyle