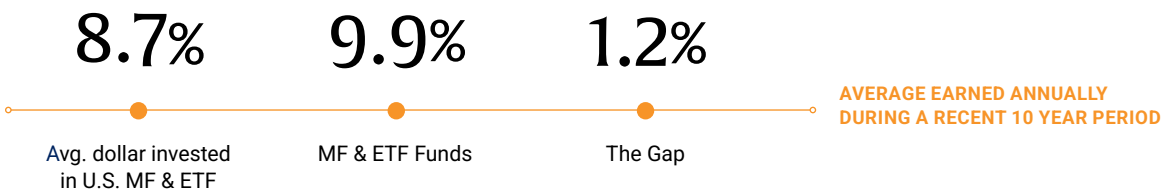
Eagle Strategies LLC

Confidence, Built on a Plan.

Investors who work with a financial advisor feel more prepared, more engaged and more in control.

Markets test patience. Even with a sound plan in place, the moments that call for discipline are often the moments that feel hardest to sit through. Confidence and fear tend to peak at exactly the wrong times, pushing you toward buying after prices have already climbed and selling after they've already dropped.

Investor Gap: Time In and Timing the Market



For example, over a recent ten-year period, the average dollar invested in U.S. mutual funds and exchange-traded funds earned 8.7% annually. The funds themselves returned 9.9% over that same period. That gap is attributed to the timing and magnitude of investors' own purchases and sales.[1]





Why investors buy high and sell low



This isn't a story about any one investor's judgment. It's a well-documented pattern in how people relate to their own money. Behavioral finance research continues to study one version of this pattern closely: a tendency to hold losing investments too long while selling winners too early, known as the disposition effect.[2]

> ...having someone to talk it through with before acting on it, is often what separates a plan that holds up from one that gets abandoned at exactly the wrong moment.



Where guidance can make a difference

Markets don't always give much notice before they turn. In early April 2025, U.S. stocks fell sharply over a matter of days, with volatility spiking to levels not seen since the early days of the COVID-19 pandemic. Then, just as quickly, they reversed, posting one of the strongest trading days in decades before climbing to new highs within months.[3]

Advisors play a distinct role in moments like this. Much of the impulse to react during a downturn is a natural response: financial media is built to capture attention, and fear tends to shrink our sense of time, pulling focus toward short-term safety over long-term goals.[3]

Recognizing that pull, and having someone to talk it through with before acting on it, is often what separates a plan that holds up from one that gets abandoned at exactly the wrong moment.

Interestingly, when investors are asked directly to rank what they want from a financial advisor, avoiding behavioral mistakes tends to land near the bottom of the list, well below things like reaching financial goals or maximizing returns.[4] But when researchers describe what that actually looks like in practice—being a sounding board during a stressful market, offering a second opinion before a big decision—those same behaviors tend to be seen far more favorably.[4] People may not ask for help managing their emotions in so many words, but they still want it.

What that support looks like

None of this is about predicting which investment will outperform. It's about having a plan and a partner to help you stick with it.

Picture the market dropping sharply over a few volatile days. The instinct to do something, anything, to make the losses stop can feel almost impossible to ignore. That's often the exact moment a conversation with your financial advisor matters most—not a promise that the market will recover on any set timeline, but a chance to revisit the plan you built before the fear sets in, and decide together whether anything has really changed.

The same holds true in reverse. When a stock or sector is getting attention everywhere, the pull to chase it can be just as strong as the pull to run from a downturn. A second look before adding money to something because everyone's talking about it can matter just as much as the conversation that talks you out of selling.



A NEW YORK LIFE WEALTH WATCH STUDY FOUND THAT AMERICANS who work with a financial professional have a more positive outlook.

2X

AS LIKELY TO FEEL CONFIDENT their assets will last through retirement 86% vs. 43%

~4X

AS LIKELY TO FEEL POSITIVE ABOUT RETIREMENT Feeling more hopeful confident & prepared

~2X

AS LIKELY TO TAKE AN ACTIVE ROLE Staying current on the economy & Increasing savings



The outcome: More confidence, more engagement

A New York Life Wealth Watch study found that Americans who work with a financial professional and own protection products report meaningfully different outlooks than those who don't. 86% said they're confident their assets will last throughout retirement, compared with 43% of those without a financial professional or protection products.[5] They were also more likely to describe themselves as hopeful (43% vs. 17%), confident (38% vs. 12%) and prepared (31% vs. 8%) about retirement.[5]

The same survey found this group was more likely to be actively engaged in their finances: 37% said they were staying up to date on the economy, compared with 20% of those without a financial professional, and 32% said they were increasing the share of their income going to savings, compared with 14%.[5]

A plan, and someone to help you keep it

Left alone, investor behavior can work against even a well-built plan. Guided by the right relationship, that same behavior can become a source of confidence instead. That's the value an Eagle Strategies advisor brings to the table: not a promise of better returns, but a steady, personalized plan and the discipline to help you stay with it.

[1] Morningstar. "Mind the Gap 2025," Analysis of U.S. open-end mutual funds and ETFs, 10-year period ended December 31, 2024, August 6, 2026.
[2] Gorzon, D., Bormann, M., & Von Nitzsch, "Measuring costly behavioral bias factors in portfolio management: a review." Financial Markets and Portfolio Management, February 19, 2024.
[3] Vanguard Investment Advisory Research Center. "Staying the course wins again." June 30, 2025.
[4] Morningstar, "Understanding What Investors Value in a Financial Advisor," August 2024.
[5] New York Life, "Americans seek financial stability, prioritize retirement confidence," New York Life Wealth Watch Midyear Outlook Survey, July 14, 2026.

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