
Principle 4: AVOID HOME COUNTRY BIAS

February 20, 2019

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What's the downside to buying local? Choices are limited. The US accounts for less than a quarter of the global GDP. But Americans have 70% of their investments in US-based assets.

Avoid home-country bias. Where we live and work can influence the way we shop. That's why it's important for investors to stick to a plan that carries global opportunities. Let's put together a balanced portfolio.

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