Go, Portfolio. Go!

by C. L. Israelsen

I Can Build it All By Myself
Investment Primer

Go, Portfolio. Go!

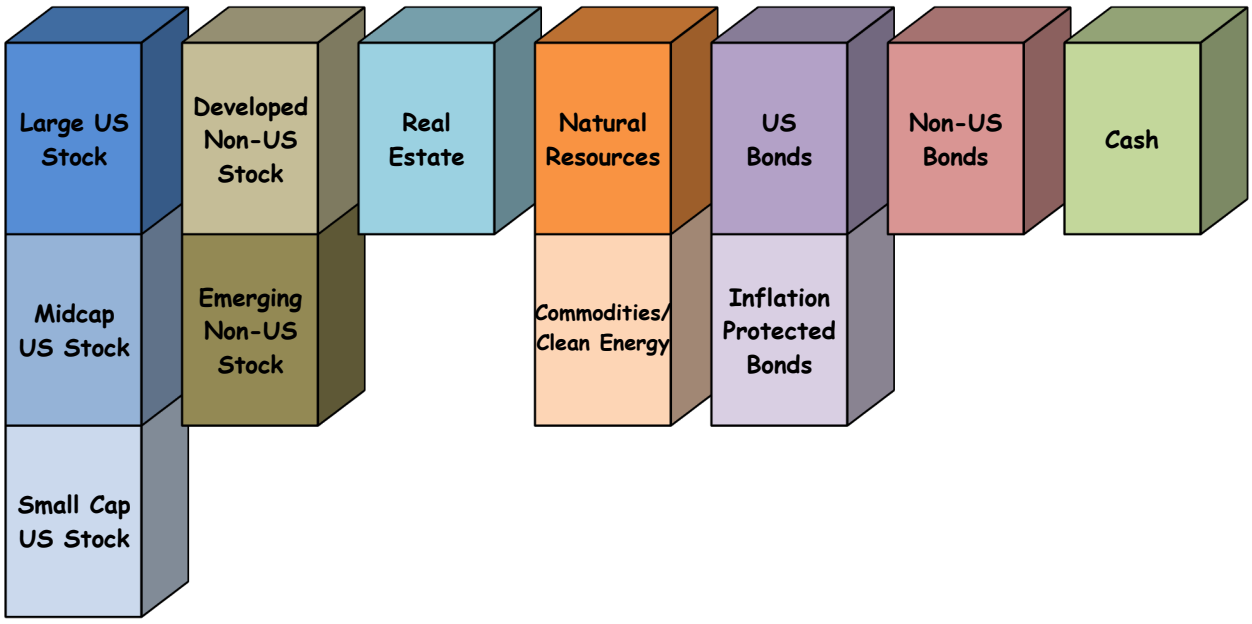
Big portfolios, little portfolios.
Big investors, little investors.

"Do you like my investment portfolio?"
"I do not. It is not diversified."

"Good-bye."
"No, don't go. I will teach you about diversification".

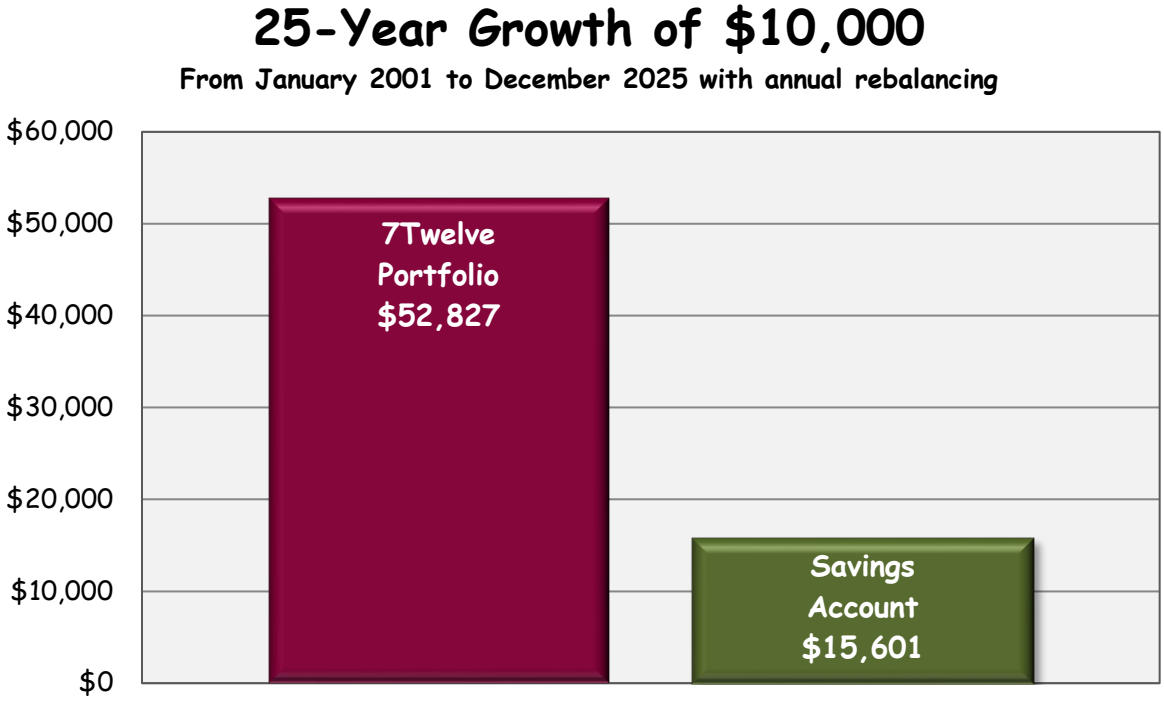
"Okay, but please make it short."
"Okay."

Diversified **7Twelve®** portfolio.



This portfolio uses 12 different mutual funds.

Diversified portfolio results compared to a savings account.



Having a savings account is really smart.

You will also want to have an investment portfolio that grows like the 7Twelve Portfolio.

Big portfolios, little portfolios.
Big investors, little investors.

"Do you like my investment portfolio?"
"I do like your **7Twelve®** portfolio.
It is more diversified."

"Good-bye."
"Good-bye."

There are several 7Twelve models, all built with 12 mutual funds and/or ETFs covering the same 7 core asset classes. There is an Active 7Twelve model, a Passive model, two Vanguard models, a Fidelity model, and a Schwab model. To purchase 7Twelve research reports that provide guidance in building one of the 7Twelve models click on this link: http://www.7twelveportfolio.com/Downloads/Web7TwelveReport.pdf

Craig L. Israelsen, Ph.D. is the developer of the 7Twelve® Portfolio. He teaches in the Personal Financial Planning program at Utah Valley University. He has previously taught at Brigham Young University and the University of Missouri-Columbia. Craig writes often for ETF.com and Horsesmouth.com.

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Past performance of investment products or indexes does not guarantee future performance.