

First *Florida* Wealth Group

A Division of First Florida Bank

**RAYMOND JAMES®**



There's no need to go down  
with the ship

**Loss aversion makes it hard to know when to let go in  
order to move forward**

**THINK BEFORE YOU ACT**

*To help you keep loss aversion from swaying your  
financial decisions:*

Let's look at your holdings with fresh eyes.

If you were starting from scratch, which  
would you still own?

Give careful thought to what your true long-term risk tolerance  
is. We have the tools to help you stress test your portfolio and  
make adjustments.



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