



# THE VIDEO AGENCY

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177 Words, 60 Seconds

## **YOUR MONEY**

Successful investing without the help of a financial advisor may not be as difficult as you think. That's the message of a new book that suggests investors should stop trying to beat the market. Instead, they should understand that market returns are vastly superior to the returns achieved by most investors and fund managers. Author Dan Solin offers the following tips: Avoid any broker or advisor who claims he or she can "beat the market." The same goes for trying to beat the market yourself by trading online—don't do it. In his book "The Smartest Investment Book You'll Ever Read," Solin says that the most important decision that investors can make is deciding how much of their portfolio should be in stocks and how much should be in bonds. Once that decision has been made, he says they should only invest in broadly diversified index funds or exchange traded funds. Solin is a securities arbitration lawyer and a registered investment advisor. The book is PUBLISHED BY PERIGEE. An AUDIO C-D VERSION IS AVAILABLE FROM HarperCollins.