

The Art of Investing



Creating the Portrait of your Portfolio

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Bio

David Hilliard was born in Tifton, GA and attended Furman University where he earned his Bachelors Degree. He married Linda Hilliard of Ocilla, GA and the couple returned to Tifton in 1987. They have two adult daughters, Kathleen and Anna Lee.

David began working as a financial advisor in October 1987 and founded Hilliard Financial Services in 1993. His guiding principle as a fiduciary is that everything is always in the client's best interest per the "Regulation Best Interest" law.

Outside of the office, David is a long time member of St. Anne's Episcopal Church where he sings in the choir. He also serves as Sergeant at Arms for Tifton Rotary Club.

The Art of Investing

Investing is like art in that it is **personal** and **subjective**



One person's art is another person's junk

- Everyone has their own goals and objectives, and everyone has their own taste or preferences
- An artist uses different colors on his/her palette from which they choose or blend to create a work of art
- Investors use different asset classes (stocks, bonds, cash, etc) to build their individual portfolios
- Diversification is important in both art and investing - don't put all your eggs in one basket.

The Palette

Asset Classes

- Large Company Stocks
- Mid-size Company Stocks
- Small Company Stocks
- International Stocks (no U.S.)
- Global Stocks (includes U.S.)
- Corporate Bonds
- High-Yield Bonds
- Municipal Bonds
- Cash/Cash Equivalents (Checking, Savings, Money Markets, CDs)
- Guarantees

Risk



- Market Risk - volatility, possible loss
- Credit Risk - bankruptcy
- Inflation Risk - outpace inflation
- Taxes - outpace taxes

Real Growth

outpacing inflation and taxes

Realizing Losses \ Gains

There is no gain (realized) unless the security is sold when it is
up

There is no loss (realized) unless the security is sold when it is
down

Summary

- Invest according to your own personal goals and objectives
- Invest according to your own personal time line (investment horizon)
- Manage your risk tolerance (investor portfolio)
- Manage your tax strategies
 - "Three Buckets" - taxable, tax deferred, tax-free
- Get Started!
- Review and update at least annually