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For Immediate Release

WEALTH SIMPLIFIED

The Secrets of Everyday People Who Retire Richer, Happier, Earlier

By Robert Roby

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“In your quest to become wealthy, you do not need luck, highly specialized training, a high financial IQ, or even a lot of money. What you do need is a set of simple rules and guiding principles to get to where you want to go without getting caught up in the tethers.”

-- Robert Roby, Financial Advisor

OVERCOMING THE BIGGEST RISK TO WEALTH-BUILDING

**WEALTH SIMPLIFIED B y Financial Advisor Robert Roby
Details Simple Investment Strategy,
Built On Common Sense And the Best Investor Behaviors**

“While investment risk and volatility are typically blamed on the stock market, the biggest risks of all are the decisions and actions of the investor,” contends financial advisor Robert Roby, who has spent more than thirty years helping people create wealth. The good news is, this can be solved easily by the combination of a little knowledge and a structured yet simple investment and retirement strategy. In his new book, **WEALTH SIMPLIFIED: The Secrets of Everyday People Who Retire Richer, Happier, Earlier** (Leaders Press/January 18, 2022), Roby lays out a method of investing that combines common sense with the best investor behaviors.

In the face of hobbled pension systems and longer life spans, it is more important than ever that individuals be financially prepared for retirement, explains Roby. This means being able to avoid the kinds of behaviors that conspire to keep investors poorer – from herd mentality (subconsciously following what others do) to loss aversion (the tendency to

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herd mentality (subconsciously following what others do) to loss aversion (the tendency to choose avoiding a loss over receiving a gain, even if the outcome is exactly the same). Moreover, says Roby, it means consuming financial news with a very large grain of salt.

Written in the style of a novel, **WEALTH SIMPLIFIED** conveys Roby's insights through the voice of plain-spoken "Professor Bob." At the heart of the book is his three-part approach to investing:

Rethink and Grow Rich – "Your first step is to leave any preconceived notions, fears, myths, and misconceptions about investing," writes Roby. He urges investing with conviction – meaning, through thick and thin, not caving in when the markets "misbehave," and not listening to fearmongering from the media.

Prepare For Takeoff – For many, creating wealth means having to step out of their comfort zone. Roby explains how to uncover your investment bias and preconceived notions about risk and volatility so you can build a new foundation for portfolio construction.

The Art of Compounding – "At the heart of creating uncommon wealth for common people lies a simple but misunderstood concept, namely, the exponential growth of your invested funds," says Roby. He emphasizes the importance of long-term holding and in focusing on companies with a history of growth and rising dividends, describing the behaviors successful investors share, before going into detail about choosing the right dividend-paying stocks, and the advantages and disadvantages of mutual and exchange-traded funds.

Roby then pulls his insights together into a six-step program, illustrated with multiple real-life examples. "The investment world is awash in complexity and for many investors...it's equivalent to trying to drink water from a fire hose," declares Roby. Written for all investors, **WEALTH SIMPLIFIED** helps people overcome the fears, misconceptions, and behaviors that stunt their ability to create wealth, providing the practical tools people need to realize their financial freedom.

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ABOUT THE AUTHOR

Robert F. Roby, author of **WEALTH SIMPLIFIED**, is the Founder and Senior Wealth Advisor of Family Tree Wealth Management, ICP Securities Corporation which is based in Ottawa. His firm provides investment services, including estate and tax planning for its clients. Roby, who has been fully securities licensed for more than thirty years, has received numerous industry accolades, including being selected as an Industry Icon by Wealth Professional.