

# The Wisdom of Great Investors

*Over 30 Years of Reliable Investing<sup>SM</sup>*



**W**hile on a successful, long-term investment journey many time-tested investment principles are learned through experience. Featured here, are some of the best investment minds in the country offering their wisdom and insights on the timeless issues confronting all investors.

## Having the Conviction to Invest When Prices Are Low



**“The right time  
to invest is  
when you have  
the money.”**

SHELBY CULLOM DAVIS

“You make most of your money in a bear market, you just don’t realize it at the time.”

SHELBY CULLOM DAVIS

“If you expect to continue to purchase stocks throughout your life, you should welcome price declines as a way to add stocks more cheaply to your portfolio.”

WARREN BUFFETT

“Investors should purchase stocks like they purchase groceries—not like they purchase perfume...”

BENJAMIN GRAHAM

“To refer to a personal taste of mine, I am going to buy hamburgers the rest of my life. When hamburgers go down in price, we sing the “Hallelujah Chorus” in the Buffett household. When hamburgers go up, we weep. For most people, it is the same way with everything in life they will be buying—except stocks. When stocks go down and you can get more for your money, people don’t like them anymore.”

WARREN BUFFETT

## Diversification



**“Diversification is  
an established  
tenet of  
conservative  
investment.”**

BENJAMIN GRAHAM

“We feel a portfolio is like a flower garden. As portfolio managers, our job is to plant a few seeds every year and weed out a few mature plants. It is not to uproot the garden. We have a portfolio mix where we hope something will be in bloom all the time, but we do not expect everything to flower at once.”

SHELBY M.C. DAVIS

# Adhering to Your Investment Discipline Through Challenging Markets



“Investors repeatedly abandon a sensible wealth-building strategy just because it is not generating short-term results, and almost without fail, give up on it at precisely the wrong time.”

CHRISTOPHER C. DAVIS

“To become a successful investor, you must be committed to the concept that investing in equities is a proven way to build wealth over generations.”

CHRISTOPHER C. DAVIS

“Great companies bought at great prices should be like great friends—you do not drop them precipitously.”

SHELBY M.C. DAVIS

“Calling someone who trades actively in the market an investor is like calling someone who repeatedly engages in one-night stands a romantic.”

WARREN BUFFETT

“Far more money has been lost by investors preparing for corrections or trying to anticipate corrections than has been lost in corrections themselves.”

PETER LYNCH

“Invest for the long haul. Don’t be too greedy and don’t get too scared.”

SHELBY M.C. DAVIS

“In the short run the market is a voting machine. In the long run it is a weighing machine.”

BENJAMIN GRAHAM

“If you are not willing to own a stock for 10 years, do not even think about owning it for 10 minutes.”

WARREN BUFFETT

# Value Investing



**“Our goal is to find an outstanding business at a sensible price, not a mediocre business at a bargain price.”**

WARREN BUFFETT

**“The chief losses to investors come from the purchase of low-quality securities at times of favorable business conditions.”**

BENJAMIN GRAHAM

**“What is investing if it is not the act of seeking value at least sufficient to justify the amount paid? Consciously paying more for a stock than its calculated value—in the hope that it can soon be sold for a still-higher price—should be labeled speculation.”**

WARREN BUFFETT

**“During 50 years of value investing on Wall Street, our family has never bought a business that we did not think was growing.”**

CHRISTOPHER C. DAVIS

# The Market



**“We don’t want to swing for the fences and go for home runs because that also raises the risk of striking out.”**

SHELBY M.C. DAVIS

**“Nobody can predict interest rates, the future direction of the economy or the stock market. Dismiss all such forecasts and concentrate on what is actually happening to the companies in which you’ve invested.”**

PETER LYNCH

**“Your success in investing will depend in part on your character and guts, and in part on your ability to realize at the height of ebullience and the depth of despair alike that this too shall pass.”**

JOHN BOGLE

**“Building long-term wealth is like driving an automobile. If you narrowly focus on the stretch of road a few feet in front of your car, you risk making unnecessary adjustments and over steering. Only when you lift your eyes to focus further down the highway will you successfully reach your destination.”**

CHRISTOPHER C. DAVIS

**“The hangover is the worst where the party was the wildest.”**

SHELBY M.C. DAVIS

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