Back to Basics: Opportunity Costs in Investing

Dave [00:00:00]:

All right, folks, so welcome to investing for Beginners podcast. Today we are going to do one of our back to the basics episodes. These are episodes that we're doing every Thursday. So please come back every Thursday to hear another episode of back to the basics and learn a little foundational stuff about investing. Today's topic is going to be opportunity costs. We're going to talk about how they can impact your returns and maybe an idea or two of how you could help decide whether this opportunity is better than the other. So I guess with that, Andrew, why don't we dive right in and talk about what is opportunity cost when we refer to that, what are we referring to?

Andrew [00:00:37]:

Are we going to dive deep in the cost of equity and just get all into the math?

Dave [00:00:42]:

I think if we want people to stay and listen to us, probably not.

Andrew [00:00:46]:

Okay, fair enough. Well, that is something to consider, though. When you're investing, not only do you have the risk of potentially losing the money you invest, but there's also the risk and air quotes of the opportunity costs that you are giving up. In other words, what else could I have put the money in that could have made me a better return, maybe with even less risk than whatever bad investment I ended up making? So an easy example, I think. And you know, sometimes people can take this too far to the extreme, raising my hand because I do it too. But you can always compare to the S and P 500. And you say, man, if I would have just bought index fund shares of the S and P 500 instead of bought this stock, I might have had a much better return than whatever I ended up doing. So thats an opportunity cost thats always there.

Andrew [00:01:45]:

And something thats in the back of my mind as a stock picker can sometimes make things hard because it's a bad feeling when you look at your opportunity costs and you did not outperform those opportunity costs. But the flip side is nobody can outperform opportunity costs every single time. So there's definitely a balance to it. But I think it is something that's worth considering because every investment has its trade offs and some are better than others.

Dave [00:02:20]:

Yeah, that's so true. And I think one of the things that I like to think about when I'm thinking about, like opportunity costs is think about when you go out for coffee and you go to Starbucks and you get your favorite coffee, is that are you offsetting that opportunity cost by maybe potentially saving that money, or would it be better served to save the money and maybe get a glass of wine with dinner? I mean, that's I guess a simple way to think of an opportunity cost, but it definitely can impact the returns you get in the stock market. And I think it's something that doesn't get discussed enough and maybe we could touch on that a little bit. Why do you think it doesn't get a lot of airtime, if you will?

Andrew [00:03:08]:

I have no idea.

Dave [00:03:11]:

You know, if I had to hazard a guess, I think it's because the concept is hard to think about. And sometimes it means that you have to maybe take a step or two beyond the not easy task, but the task of picking a company to invest in. And then if you're waffling on whether you want to sell it or not, you have to take that extra step of finding another opportunity to buy. And sometimes you can get so focused on PayPal that you want to sell it that you don't think about what's the opportunity cost? What am I giving up by holding this company versus buying that company? And if you don't know the other company, then it's real easy to just kind of fixate on what you're currently owning and not thinking about. This company isn't performing. I don't think it's going to perform. My thesis is busted, but I don't want to give it up because I. The grass is not always greener on the other side.

Dave [00:04:13]:

And so sometimes, you know, the ego can come into play too. So I think some of those things can play a part in why it doesn't get a lot of love or a lot of airtime, because it's, well, it's certainly not sexy, but it's hard to judge. There's no particular metric that you can look to and say, oh, you look at the opportunity cost

ratio versus capex. Well no, that doesn't really exist. So that I think can make it harder to, I guess, quantify as well.

Andrew [00:04:39]:

I think for beginners too. That's one of the misconceptions when Im selling a stock. Or maybe Warren Buffet at Berkshire Hathaway is selling the stock, or maybe youre selling the stock, Dave. Its not always because we think the business is bad or we think that the investment wont make money very well can be the case, but not always. Sometimes it is an opportunity cost concept where maybe I dont think that this company can beat the market anymore, even though it has over the last five to ten years. And to be able, especially if you're playing the game that I'm trying to play, which is I want to try to buy something and hold it for as long as I can. And ideally, that company is just going to continue to compound and I'm not going to have to do much and I can just reap the rewards. But reality is, sometimes companies slow down that compounding, and sometimes it slows down so much.

Andrew [00:05:41]:

And now you're losing to the opportunity costs. You have a big pile of money that's not going to beat the market because the business might be compounding or it might still be growing, but it's not at a rate that's enough to get you to where you want to go if that's trying to beat the market, for example. So I think it's something, when I first started, I kind of didn't really think far enough to respect the opportunity costs. But you do want to consider that and maybe makes you a little more cautious, too, when you see a stock being sold off a lot. Maybe it's not that these people think the business is bad, but because they see the opportunity costs of, you know, maybe the next 510 years for this business really are going to be a lot harder than they were in the past for that business. Could be a lot of things.

Dave [00:06:31]:

Yeah, exactly. One of the things that I see a lot in the personal finance space, and I think it makes, at least it makes it tangible to me, is the example of looking at, if you put money in a savings account at, let's say a brick and mortar bank, and they're offering you a savings rate of 0.5%, which is pitiful, and then you look at another, maybe an online bank that is offering 4%, like Ally bank is right now. Four or four and a half somewhere in that range. If you compare those two, like if you graph out the returns that you would get on, put $100,000 in the brick and mortar bank and 100,000 then ally bank, and you look over a ten year period, thats a very tangible discernment of what the actual opportunity cost is, because its staring you right in the face. The Wells Fargo bank account savings account, youve made dollar 200, for example. Im not saying the numbers are right here. And then you look at the allied bank account ten years down the road, and

youve made $2,000. That's an opportunity cost that you've missed by keeping that money in that bank versus the other one.

Dave [00:07:40]:

And it's a very tangible way to me to look at that. And that's why this can be such a powerful concept, because we've talked in the past about the power of compounding, and that's really bad example with the bank accounts really illustrates in a very stark way the differences of investing in this versus this and how much that can really impact you down the road. You may not see it next Tuesday, but you'll certainly see it in ten years if you keep the money in the account. And that's why these decisions can have such a big impact on our returns. And the stock market is the same way?

Andrew [00:08:14]:

Oh, yeah, totally. So what are some ways, obviously a logo question incoming. What are some ways to identify if a stock that you hold, maybe we could start there, a stock that you already have, you bought it, it did pretty well for you, but what are some ways you can start to identify maybe continuing to hold the stock for the next five years is not going to be good for me on an opportunity cost basis.

Dave [00:08:43]:

Well, I think what a question, some of the ways that I would try to look at it is you have more of the qualitative idea where as the thesis started to change, is there something changing about the business, the industry they're in? Maybe the economy, maybe it's a cyclical business and that cycle is turned. Those could be some more, I guess, soft skill ways of looking at it, some more harder fact based ideas would be to see things like if you start to see revenue growth slip, where instead maybe it was growing at 10% a year for the last eight to ten years, and now all of a sudden it started to slip to eight and then seven and then six. And it's not horrible growth, but it's not what it was before. Or maybe the margins are contracting because theres a lot more pressure from competitors, maybe theres pressure from inflation or the product that they make. The main ingredient, lets say silicon, for example, for a semiconductor, maybe the price of that has skyrocketed and so thats putting a lot of pressure on the profitability of the company. And so those things, and im not talking like a one time thing, its more of a gradual burn, if you will. And so it's a lot of times it'll be things that you'll start to see gradually over a period of time. You know, you don't go broke all of a sudden, suddenly, you know, a little bit at a time, and then suddenly it can happen like that.

Dave [00:10:12]:

But I think it's usually it's more of a gradual burn and it'll be something that you would see. At least that's the way I've observed it in some of the companies that I've owned, is you start to see that thesis slip, if you

will, and that can be, that can be borne out in some of the numbers, too. What are your thoughts on that loaded question?

Andrew [00:10:31]:

I agree with all of that. I mean, kind of going to the idea of if your costs go up and some industries and some businesses are able to pass those costs on to their customers so they dont lose profits like other companies and other industries where maybe they are not able to pass those cost increases as price increases, to your point, the margins start contracting and now you have a structurally less profitable company or industry than you had before. And that can definitely slow down the compounding of the growth of that business. And if it just gets worse and worse and worse, then you do get that kind of slow burn thing. Just throwing a couple more ideas out there, or at least one, if you see a couple of disruptors or maybe one disruptor whos taking a ton of market share, and it looks like thats not going to slow down anytime soon, and theyre probably going to take a big chunk from the incumbent, I think that can be a pretty good sign. I know ive sold a stock because of that, because I saw that starting to unravel. So a lot of those questions come down to, is the moat weakening? Are the competitive advantages for a company weakening? And if they weaken to a certain extent, they might not be able to keep up with the economy, and that can be a problem to hold as an investment.

Dave [00:12:03]:

Trey? Yeah, for sure. Funny, I just, I literally read this quote from Charlie Munger today that was talking similar about that idea. And what he was talking about was Walmart and how Sam Walton, when they first started, you know, today it's, you know, one of the largest retail, if not the largest retailer in the world. And, you know, has a dominant presence all over the United States for sure. And, but when they started, they didn't go after the big competitors like Kmart or Sears in particular. They didn't go after those people. They went after the small mom and pops in a little towns. And they basically build up their, not warehouse, but they build up their base, I guess.

Dave [00:12:45]:

And then they started kind of disrupting the Sears and the Kmarts and those kinds of big retailers at the time after they had established a strong foothold in more rural areas. And you don't think of Walmart as a disruptor. We think of it kind of a very, you know, solid, not boring, but, you know, I guess essential business, if you will. From the COVID times, you think of it as a large, massive retailer that has always been around, but they weren't. And that's how they disrupted that industry. And their two big competitors are no longer Kmart and Sears because to your point, both of those companies were dominant businesses in the United States and their moats started to erode. And you could see that kind of coming from what Walmart

was doing with their large warehouses and lots and lots of skus and low, low prices. And just an aggressiveness on that front allowed them to really undercut their competitors.

Dave [00:13:50]:

And Sears and Kmart couldn't keep up. They got caught flat footed and eventually it destroyed their moats and they ended up going out of business. And I think it's an interesting study in how that plays out. I know youve done a lot of work on KPI's for your own portfolio, for the value spotlight. Do you feel like thats a way that you can measure moats or competitive advantages for companies and can give you an edge in not only determining whether visa is continuing to have a moat or whether theres an opportunity cost? Because thats slipping.

Andrew [00:14:27]:

Yeah, thats the goal. It was hard. We've had discussions, you and I, off the air about which KPI works for which business, and it's not always cut and dry, but if you can have things like that, quick things that you can check, it frees up the time so you can continue to find new ideas and not have to be just constantly churning through your portfolio worried that the shoes about to drop because things can change so fast. And so having those KPI's, I think, you know, general things like you mentioned revenue growth, watching the trends in revenue growth, I like to watch ROIC return on invested capital, try to see if that starts to slip. And then kind of like the big yellow red flags, like all of a sudden we have negative earnings or all of a sudden debt has quadrupled. Things like that. Those can be things to watch out for. And then to your point about the KPI's, is visa continuing to have more cardholders this year than they did last year? Does American Express have more cardholders this year than they did last year? Is that growth slowing or is it steady eddy with what theyve seen? Is Costco continuing to have high renewal rates or are those renewal rates dipping? And then is it going lower and lower and lower? You wont get a perfect KPI for every company, but I think sometimes having one or two of those that you can just check the earnings release, run it into a little spreadsheet or if you prefer notebook, whatever, wherever you're recording things.

Andrew [00:16:08]:

And then, you know, within a couple minutes you can kind of see if, all right, things seem to be steady as she goes, or maybe I need to spend some time into this. So that's one of the ways I try to save time and try the preemptive strike on this idea of a company losing its footing and maybe becoming a drag on the portfolio returns rather than a solid contributor. What about you? Do you have anything that you like to look for when kind of monitoring that kind of stuff?

Dave [00:16:37]:

I think all those KPI’s that you were talking about, I think knowing your company well enough to be able to identify a few things that you want to keep track of. And as Andrew said, it can be as low tech as a piece of paper. It can be, you know, maybe less low tech, but still lower tech, and, you know, having a spreadsheet that you do it. You can also use a company, an aggregator like Finchat IO to track a lot of these things as well. And they track KPI’s for almost every company that you can find. And so that’s an easy way to do it. Another way that I kind of like to do it too is subscribing to the company’s eight ks and having them send me messages. And the reason why I like the eight ks is because that’s where they announce anything that’s pertinent to shareholders for the company.

Dave [00:17:28]:

And so if the company is going to cut their dividend, for example, which would be a red flag, or if the CEO suddenly is weaving, that could be a red flag. Those are things you’ll find out from the company through an eight k because they’ll announce those things. And so that could be a great way to kind of a stay on top of what’s going on with your company. Sometimes they’re going to send you stuff that maybe not be necessarily pertinent, but a lot of times it would be a good early indicator for you that something may be amiss or something could be awry and or it could be news that’s positive, too. So it goes, it cuts both ways. But that’s, to me, I found a good way to kind of stay on top of the companies if you don’t have time to read every single quarterly report or the ten k you should read. But if you want to shortcut those things, that’s a way that you could probably try to do that, is by having an eight k. And that’s something that I’ve certainly done.

Dave [00:18:27]:

I read all the reports, too. I’m just a nerd that way. But I think that that to me, is an easy way to kind of stay on top of a company because sometimes there are companies that just don't move much. There isn't a lot of change. It’s, you know, to your point, it’s steady eddy. It just keeps doing what it does and theres not a lot of activity or whatnot. And so an eight k could be a great sign for, hey, the CEO has been there for the last 25 years and now hes retiring. It may or may not be a bad thing, but its certainly something youd want to know.

Dave [00:18:59]:

A perfect example is Im going to blank on his name. But the CEO for Whatsko, he founded the company, hes been there for 50 plus years. His son is being groomed to take over. But once Albert right, Alford one of those two. But when he leaves, that’s going to be big news. Doesn’t mean the company’s going bad, but it certainly could be something for you to pay attention, start paying a little closer attention to.

Andrew [00:19:21]:

Yeah. So how about like the dangers of taking the whole opportunity costs to an extreme? Sometimes the grass is greener, but a lot of times the grass is not greener. And you can take this opportunity costs idea way too far and start the kind of picture I like to think of as being at the grocery store and you're changing lanes. And each time you change lanes, it gets longer and longer. So how can investors minimize ways to get caught in that trap of constantly jumping in and out and worrying too much about opportunity costs?

Dave [00:20:00]:

I think the two easiest ways that I can think of, number one, is to notate somewhere why you bought the company, whether it's a spreadsheet or whether it's a word document or whether it's writing something down, sending yourself an email, something along the lines that you can track, why did I buy this company? And so when you start to think about, hey, is this slipping? Do I need to start looking around for another opportunity? And it's an easy way to remind ourselves, this is why I bought Costco, because we think we have perfect memories and we think we remember all those things, but we really don't. And if you ever doubt that, write something down and come back to it just even a year later and think of this story that you write out and then think about what the story is and then go back and reread what you actually wrote down. A lot of times it's going to be a lot more different than you think it is just because we have memories creep or memory slippage. And so I think notating somewhere, why you bought a company, I think can really help ground us in when we're starting to think that maybe we need to move on. And I think a lot of times too, the other way to think about it too, is activity for activity's sake is not necessarily going to put you in a better place. And I think a lot of times people in the market think that they have to trade a lot or they have to move from this company to that company because they see this one's growing faster than this one. But just because it's growing faster now doesn't mean it will grow faster over the next ten years. It could be super cyclical.

Dave [00:21:42]:

And so this is something that's very hot or popular now and then doesn't happen. And all you have to do is look back at the pandemic. You look at a company like Zoom, who obviously benefited hugely from us all being locked down and businesses still needed to go. So it was an obvious opportunity for them, but they haven't been able to capitalize. It doesn't mean it's a bad investment now. But if you look at the company, then you think everything else is going to be trash. That Google and Microsoft, for example, are, why would I invest in those when I can invest in Zoom? I think you have to keep those things in mind too. At least that's how I would try to look at it.

Dave [00:22:22]:

What about you?

Andrew [00:22:24]:

Yeah, I would also try to keep in mind that not only cyclical forces, but just the nature of business and the dynamics between businesses and even just the story of our lives. Like, not everything is up and to the right. We like to talk baseball. Right, but how many times do you see the best hitters have an off year? You know, does that mean they should have traded Mike trout or something? So in the similar vein, if Costco grows EPS at 15% a year and for three, four years it's only growing at 7% a year. Is that terrible? Well, if the moat is weakening, yeah, maybe. But if it's just kind of one of these natural ebb and flows, that's also something to keep in mind. Going back to the pandemic examples, you had a lot of stocks that got crushed. Anything in travel, anything.

Andrew [00:23:21]:

I mean, I guess you could argue hotels might still be under some of that pressure, the airlines are still under some of that pressure, but a lot of that stuffs also come back. A lot of the stuff that was shut down has come back. I know the Airbnb and what's the other one? Not Expedia. I'm blanking on the booking. Booking holdings. Yep, all those came roaring back and they had their kind of. If you ask the founder of Airbnb, they had their dark moment. Right? So every great business is going to have moments where they're off.

Andrew [00:23:52]:

And we have to keep that in mind and make sure we're not jumping in and out too much and jumping off what we think is a permanently falling ship. And it's not an easy thing. It really isn't. But I wonder if it takes a little bit maybe of imagination and then a little bit of just a gut check. I like that idea of checking, why did I buy this if that's still intact? But you know, growth has slowed from 15 to seven. Seven is pretty good and you know, it can get back up to ten. Especially if there's something in the industry that's kind of making things off, right? Or companies can make mistakes and then fix them and learn from it. Those things can all happen.

Andrew [00:24:38]:

So I dont have an all encompassing answer, but I will say one thing I do try to do. This is very much a framework and not a hard and fast rule. But I like to look at my portfolio turnover in any given year. Ideally I would like to have ten to 20% portfolio turnover, which equates to a five to ten year holding period. So I look at my portfolio and if I've sold out of 5% of my whole portfolio in a year or 10%, or now maybe if I'm closer to 20%, then I start to think, okay, the higher that number gets towards that upper range, maybe the more I'm kind of getting in this opportunity cost mindset and maybe the more I need to take a breath, relax, and

maybe just be happy with what I have. Now, if you have crazy markets or things that are extraordinary and Microsofts on sale for like a ten pe or something, sure we make exceptions to the rule. But in any given year, to me personally having that framework where I can kind of gauge how much activity ive done and then try to gauge my own personal emotions in that way, kind of take my own temperature, that's one way I try to combat it. Do you have any other ways? The idea to write stuff down is really, really good.

Andrew [00:26:05]:

Is there anything else that pops to your head?

Dave [00:26:06]:

That's a good question. I think the last thing that maybe I think a little bit about and try to again, this is more of a check idea. I kind of like that idea is thinking about how some of my mentors behave and trying to model some of that behavior based on their behaviors or activities. And I always go back to Uncle Warren and he does have turnover in his portfolio, but he also has a very, I wouldnt say large, but he has a pretty good selection of companies that dont move at all. Like he may sell off little bits and pieces of them, but by and large those, his biggest positions dont change much. Its more the smaller ones that seem to have a lot more turnover, if you will. And so I think, to me, when I think about that, that comes back to this whole idea of understanding what it is I bought, what the mode is, what the KPI's are, and kind of encompassing all the things we talked about into looking at those biggest positions, because those are the ones that are really driving the returns for the portfolio. A company that I own 0.5% of, yes, I want to hold it.

Dave [00:27:28]:

Ideally, ITd be great to hold it for a long time, but if its not a big part of conviction of the company, then that to me is not as important if Im turning that over. Whereas if Im turning over Berkshire Hathaway, which is 1112 percent of my portfolio, that is a bigger consequence and that has a bigger impact on my return. I think I need to think a lot more deeply about that decision before I pull the trigger on that. I'm not saying that Warren has ever come out and said that specifically, but that's what I'm inferring on how he behaves with his portfolio. And that's one of the ways that I try to, I guess, check myself with the whole opportunity cost idea, because it can be really easy to get, to get attracted to the next shiny object. I mean, we're all human. And so it's real easy to look at a company like Nvidia that we've talked about a fair amount that neither one of us own. And it's real easy to get the FOMo.

Dave [00:28:22]:

It can hit you pretty hard, especially when you go on social media and see all these people doing victory labs talks about, you know, because they own the company and you're like. But I try to check myself with

that by kind of thinking about what is, how does Warren behave with us in this situation? And he's not going out and buying it. And so if he's not, then that means that, you know, the opportunity cost of holding on to Berkshire Hathaway. I'm going to do better for me in the long run just by holding on to that than trying to just chase the latest shiny object.

Andrew [00:28:51]:

Yeah, I think that's a wonderful way to look at it, you know, you talk about like, people don't really talk about opportunity cost, and then people don't even more talk about position sizing, like, oh, I bought this and I sold this. All right, a bunch of people are going to have an opinion on you buying that and you selling that. But then there's no discussion on, oh, I sold this at 0.5% of my portfolio, or, oh, I sold this at 10% of my portfolio. To your point on Buffett, if he makes a 10% position size move or 20%, thats a big deal. But if he sells small little pieces of his portfolio, it doesnt tell me much about his conviction on the company. And it would be nice to see discussions on the Internet, including portfolios decisions in there. But of course, were talking about the Internet, so shouldnt be surprised.

Dave [00:29:48]:

Yeah, fintwid is not ripe with those kinds of conversations. More about whether this company is better than that company. And it kind of comes down to that argument of who's better, Kobe or LeBron? Right? It's like, who's the better Laker, Kobe or LeBron? And it's obviously Kobe. But it also kind of illustrates that a lot of that is just based on opinion. And when you're just talking about it in abstracts, it doesn't really, you cant really quantify the impact it has on a particular persons portfolio. To your point, if youre arguing about two companies and one person sold it at 10% of their portfolio and another one bought it at 0.5, then obviously the conviction is vastly different in those two exchanges. But just the overall, hey, I sold this and hey, I bought this. Youre an idiot for selling it.

Dave [00:30:39]:

Youre an idiot for buying it kind of thing. It doesnt really take into the equation how much conviction or how much of the portfolio did it have and what did they do with that 10% that they sold and they sold it and they went out and bought something that arguably could be better. Okay, but if they didn't and they're just sitting on cash, then just leads to all kinds of questions. And every time you make a decision like that, it has an opportunity cost, and you have to weigh that as part of the decision, which is what Warren does with his portfolio. He's sitting on close to 200 billion in cash. Cash he could buy outright. A lot of companies in the S and P 500. I think I saw some crazy stat.

Dave [00:31:20]:

Like, I know maybe it's like the bottom third or so of the S and P 500. He could literally buy today and still have cash leftover kind of thing, which is kind of nuts to think about. But people ask him that all the time. And right now he's saying to me, the opportunity cost of not deploying that cash, I'm okay with because I can get 5% on bill, on bonds right now. And so for him, he feels like that's a pretty good return based on what he thinks the risk tolerance or the riskiness of investing in the market right now. That's kind of how he balances that opportunity cost is looking at the cost of what do I have now versus what could I get? And I'd rather sit on what I have now.

Andrew [00:32:01]:

That's very nuanced. But I think a big part, if you can get to that level as an investor where you can get comfortable with those decisions, there are decisions we're all making. It's just very implicit and we're not always explicit about it. So you mentioned the treasury's at 5%. I look at a stock like Nvidia and yeah, just like everybody else, I get a little feeling sorry for myself every once in a while, like, oh, man, I missed all that hype. But then you counteract that with, okay, well, I just bought a stock that I think is going to hit my 11% annual return that im looking for. And it has a much higher probability of that than a, b, or c stock that everybody says is going to go to the moon but has a pretty good possibility that its going to crash down to the earth. So you take that goal of what youre trying to achieve, if you know, its much more achievable than shooting for something thats basically a lottery ticket.

Andrew [00:33:04]:

And that can help you with the emotions of opportunity. Cost is if you know, going all the way back to the first episode of the series or back to the basics. Redo here. If you know why you're doing what you're doing, what you're trying to achieve, and that can help you decide on, I'm okay with taking these opportunity costs because I'm still going to get to where I'm trying to go, and I still have a really good chance of getting there. And those are good trade offs to take if your goals are aligned with that. But you have to decide for yourself if that's really what you want or if you do want to kind of hit your rocket to the moon and see where that ride takes you. If you want to, you know, by all means go for it. But there are lots of different ways to think about it.

Andrew [00:33:48]:

And I think that's one good way, too.

Dave [00:33:50]:

Yep. I agree. All right. Well, with that, folks, we will go ahead and wrap up our conversation on opportunity costs. Wanted to do. Thank you guys for joining us for another back to the basics episodes. Again, these

are something we're going to do every Thursday for a little bit, and we have one coming for you next week. So please come back and tune into a back to the basics and learn some more foundational investing strategies.

Dave [00:34:14]:

So with that, we'll go ahead and sign us off. You guys go out there and invest with a margin of safety. Emphasis on the safety. Have a great week, and we'll talk to you all next week.

We hope you enjoyed this content. Seven steps to understanding the stock market shows you precisely how to break down the numbers in an engaging and readable way with real-life examples. Get access today@stockmarketpdf.com until next time have a prosperous day. The information contained just for general information and educational purposes. Only it is not intended as a substitute for legal, commercial, and or financial advice from a licensed professional review, our full disclaimer@einvestingforbeginners.com.