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FINANCIAL

## The quantify everything economy

Hello Rebecca,

As we get ready for back to school, and for many of us, a return to regular routines (maybe even at the office), the article below from the New York Times caught my attention. It deals with the good and bad of trying to quantify everything we do at work with data. The upshot is that data and people must work in tandem, and it is an example of how we work together on your financial strategy.

Our strategy uses data to inform it, but it relies on your long-term goals, your feelings, and your behaviour. It's not 'bossware' as the Times article says; it's a give and take, and personalized for your goals. Taking a long-term view instead of focusing on daily data can help filter out the short-term data noise and use reason, not reaction, to make investment decisions.

There are steps we can take now to help ensure we're on the right track. For example, checking our asset mix, and making sure you are making regular contributions to your accounts can help us create a framework for pursuing your long-term goals as the economy evolves.

Enjoy the articles, and please reach out with your thoughts. I enjoy hearing from you.



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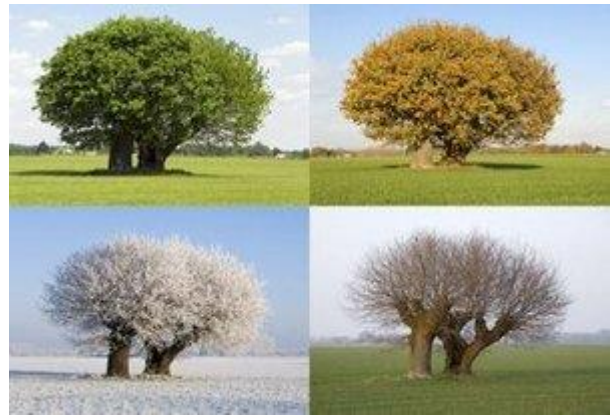


## The Quantify-Everything Economy

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