

CAP Member

Newsletter

WHY ALL THE ANGST?

We are just not as happy and content as we could be given our blessings and standard of living. Several realities of modern life contribute to our angst.

The Information (Overload) Age

This is called the Information Age. A more accurate description would be the Information Overload Age. Every day we are swimming in more and more information, with less and less context and clarity with which to process it. Not only is this information surplus failing to improve our lives, it contributes to the noise and clutter that increasingly encroaches on our ability to think and reflect.

Paradox of Choice

Over the last few decades, the long process of simplifying and bundling economic offerings has been undone. The trend is back toward unbundling and proliferation of choices. We are forced to sift through more and more options in almost every aspect of life. This results in what has been called the “paradox of choice” and the “tyranny of small decisions.” We have more and more control over the details of our lives, but this has not resulted in increased effectiveness or greater happiness. Increasingly we find ourselves forced to make more and more decisions about things that will make little difference in our long-term success and happiness.

Journalism's Biases

The media's bias is always toward the negative. Good news does not boost ratings and sell commercials...at least the mainstream media doesn't think so. And let's face it, in the current system, is their success based on informing you, or getting you to come back for more news?

Financial Services

Nowhere are these trends more prevalent than in financial services. What's the perfect antidote? A trusted local advisor! Here's what we do for clients. We help them sift through all the noise, clutter, and choices to make decisions quickly and effectively. We simplify, inform, and make solid recommendations. This helps clients feel better, more confident, about the choices they make; thereby reducing the “tyranny of small decisions.” They begin to win the battle of the urgent versus the important. For more important decisions, we offer experience, wisdom, and judgment... not more raw data. And we offer this pledge: “Make us your trusted local advisors and no one outside your immediate family will ever care more about your financial success, or work harder for you, than we will.”