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MAINE ESTATE PLANNING COUNCIL

Meeting Notice

Date: September 17, 2015

Place: Portland Country Club

Time: 4 p.m. Reception / 4:30 p.m. Program

Behavioral Finance

A growing body of research highlights the many ways that people are “predictably irrational” when it comes to money. This key insight from behavioral economists was no surprise to financial professionals who see clients make the same money mistakes over and over. But how do we help clients bridge the “behavior gap?”

Join Michael Goldman, a trained psychologist and practicing financial planner, for an engaging discussion of the real-world applications of behavioral science to your practice.

Behavioral finance has been a strong interest of Michael's for many years. Intrigued by investing and the behavioral influences involved in market fluctuations, he attended University of Texas at Austin to complete his honors thesis on the relationship between consumer sentiment and stock market price movements. He continued to research behavioral finance while completing his Master's degree in New York.

About the speaker:

Michael C. Goldman, M.A., CFP®, founder of Goldman Financial Planning and one of the firm's financial coaches, is passionate about helping people identify and reach meaningful life goals through trustworthy financial advice and coaching.

As a financial advisor, he enjoys enabling clients to define short- and long-term goals and use money to help achieve the life they want. Michael enjoys assisting everyday people who often cannot see a top-quality, reliable financial advisor because they lack a large investment portfolio. He likes coaching, teaching and helping bring about a transformation in his clients so they can make their dreams a reality.