

Q: Will my investments be better served by letting a robot or computer manage my assets?



Charles McCollum
Senior Financial Advisor

716-854-5400
716-247-5298 fax
cmccollum@
McCollum-Christoferson
.com



McCollum Christoferson Group
FINANCIAL STRATEGIES FOR SERIOUS INVESTORS

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A: I've read, in several recent investment publications, articles saying that down the road, a high percent of investment advisors and financial planners may eventually be replaced by robots or computers. They state that young people have grown up using computers to do almost anything for them, including their thinking. In their fast-paced lives, some feel that they don't have time to worry about their investment program and are willing to delegate that to a computer-run process.

I've been in the investment business for over 50 years and my mentors taught me the importance of a meaningful and long-lasting relationship with each and every client. I believe that type of relationship is critically important when the market hands us the kind of volatility we've experienced this year.

At the McCollum Christoferson Group, we strive to connect our clients' wealth with purpose. A well-known writer in the financial industry, Nick Murray, said it best, "We are investors, which is to say that we attempt to align our clients' portfolios to their lifetime and even trans generational financial goals. We are not, among many other things, speculators, which is the only appropriate description of a person basing his investment decisions on a prediction of whether the recent unpleasantness has run its course or not."

I don't think a robot or computer is going to be able to deliver the counsel and advice needed to stay the course in periods of uncertainty. That is why I believe a trusted advisor is so important to a long term investment plan.