

The Kresh Quiet Comfort Noise Canceling Headphones

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I think that Bose Headphones[®] may have it right.

I have done a lot of traveling since June of this year: Orlando in June, Banff, Canada in August, and Newport Beach in September. In all cases the trips were great (especially Banff), but the travel there and back was so annoying that it actually diminished the trips.

Some things are no longer in our control. There are fewer and more crowded flights, more hassles at check in, and not only do we have to check our own luggage, but we pay for the right to do it. When you finally do board, the distractions of engine noise and crying babies sometimes makes you wonder if it is all worth it. There is a solution to one part of the problem. Bose and a few others produce head phones with noise cancelling features that can minimize those distractions during flights.

What does that have to do with your investments? We are all travelling together on a trip that is long and the destination – a comfortable retirement - is wonderful. However the “noise” on this trip has become almost unbearable. It is harder and harder to get away from the distraction of the crying babies on any flight and the financial noise in any format: radio, television, newspapers and magazines or online via websites, blogs, Tweets and FaceBook posts. Unlike crying babies, who sometimes do finally wear themselves out, this noise never sleeps.

So today, I am announcing a new product for all of my clients and friends: The M. D. Kresh Quiet Comfort Noise Cancelling Reports. Starting right now, I will be providing a “noise free” Quiet Comfort Zone on my website. On a regular basis (at least once a month), I will summarize important financial information completely noise free. If you have a question that you think could benefit others, please e-mail it to me and I will post the answer for all to see.

Let me give you a quick example. At a client dinner, there was a discussion about the most recent noise issue. August was not a great month for investments, then the noise started and the talking heads pointed out multiple times a day that over the last 70 years, September has historically been the worst month for investing. This factoid was pounded into our heads non-stop for the last few weeks of August until the beginning of September. I pointed out that although that statement was statistically true, it was a worthless factoid no more valid then the predictive value of which league will win the Super Bowl.

If investors followed the statistics and stayed out of the market in September, they would have missed the best September since 1939. This is a classic example of a statistic that was true (September has been the worst month on average) but one that was *predicatively* meaningless.

Absolute noise! Information is important and helpful for us to reach our long term goals but it is often hidden in the “noise”. So let us fly together, but let us use the Kresh Quiet Comfort Noise Cancelling reports to make the travel as peaceful and pleasant as possible.

Michael D. Kresh, CFP

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