

Capital Partners

LIFE CONVERSATIONS. WEALTH SOLUTIONS.

Money Personalities



A powerful framework for better decision making.

An understanding of your money personality can bring clarity on the steps you need to take to achieve your goals.

Most people have two dominant and one lesser personality. Which ones resonate with you the most?

01

Family Guardians

Family Guardians are the largest grouping among the personalities, and we estimate they represent more than half the population.

Most concerned to see their **family looked after in every respect**. Family will be one of their core values and this will extend to wealth matters.

Guardians will forego personal benefits of wealth in favour of helping family.

02

Freedom Seekers

Freedom Seekers are pragmatic about the time and effort they need to put into managing their wealth because it helps them achieve **freedom of time**.

Place a high value on financial independence as it allows them to do the things they want to do, when they want to.

Their freedom will revolve around enjoying life, travel, experiences, entertaining, and being with the people they care about and get energy from.

03

Builder

The Builder will methodically create and build wealth, normally in the context of a business enterprise, or inherited wealth.

While they invest in others to grow the enterprise and may nurture family members to join the business, **they tend to take a long-term view.**

Builders' will take a strategic approach to **building something of value.** They enjoy the success that comes from growing something bigger than self.

04

Apprehensive

Apprehensive Investors represent a significant proportion of the investor population and have very specific needs.

With little experience or interest in financial matters they often find the responsibility of wealth overwhelming and burdensome. Sudden responsibility for wealth through bereavement, inheritance or divorce will often be a trigger.

It is common for Apprehensive investors not to take any action as **they have no interest in day-to-day money matters and investment decision making.**

05

Social Spenders

Social Spenders are **excited by the finer things in life.** Luxury purchases are a tangible reward for their hard work and accomplishments.

Many Social Spenders chase the wave of positive endorphins gained from these purchases. These emotions are rarely permanent, resulting in repeating behaviours of social spending.

06

Maximiser

Maximisers are **driven to achieve financial success**, and they will work hard with focus to accumulate wealth.

Maximisers will live carefully, perhaps even frugally to accumulate wealth, and having achieved it they will be focused on continuing to grow it.

It is common for Maximisers to express their goals in terms of a clear target or number, and may say something like, "I will feel successful when I have \$20m in investments." Maximisers are effective savers and will prioritise this above most other things.

07

Maverick

A Maverick will **chase every investment opportunity, even if it involves significant risk**.

Their motivations are fixed on chasing higher returns. They enjoy speaking business and having conversations about the process of creating wealth. These conversations are a space for sharing investment ideas, admitting losses and the thrills of successful trades.

It is this thrill motivator that may result in Mavericks' becoming bored with mainstream investment approaches, driving them to seek out alternative opportunities (even if advised otherwise).

08

Controller

As the name suggests, Controllers like to be **in charge of financial decisions**. They enjoy the decision-making process and feel secure about their capabilities, expressing confidence along the way. Very rarely will a Controller not back themselves.

Controllers will consciously acknowledge that with their wealth comes influence. They may not verbally express their ideas, however, will influence others to ensure desired outcomes. Relationships may be leveraged in the process and interactions with advisers will be more transactional in nature.

What do you want your future to look like?

Capital
Partners

PRIVATE WEALTH
ADVISERS

22 Delhi Street
West Perth WA 6005

+61 8 6163 6100
capital-partners.com.au

© 2023 Capital Partners Consulting Pty Ltd ABN 27 086 670 788
Australian Financial Services Licence 227148

Disclaimer: This information is of a general nature only and may not be relevant to your particular circumstances. The circumstances of each investor are different and you should seek advice from a financial adviser who can consider if the strategies and products are right for you. In any instance where information is based on historical performance, we would advise that this is not a reliable indicator of future performance. You should not rely solely on this material to make investment decisions and should seek professional advice.