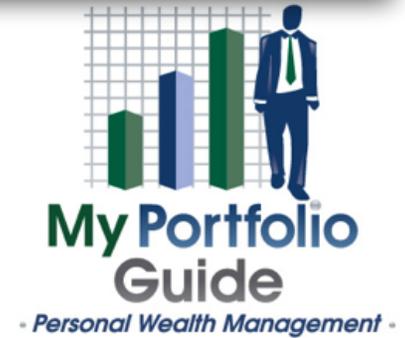


# the Guide



## INSIDE THIS ISSUE :

### BUILT TO LAST!

We're exploring ways to elevate our service with added support, resources, and staff while laying the foundation for a long-term succession plan to serve you for decades to come.

### MARKET RECAP

How did the stock market do last quarter? Take a look at how different benchmarks and indexes did versus your own portfolio. What's on the horizon?

### EDUCATION CORNER

The Psychology of Money. We think every client should have a copy of this amazing book...so ask us how to get yours!

### NEWS & NOTES CALENDAR

My Portfolio Guide, LLC has joined Old Ranch Country Club! While we're not hard core golfers, we'll be hosting clients during twilight hours, blending financial discussions with beautiful surroundings and investor education.

## Scaling Forward



*A message from the President & Founder of My Portfolio Guide, LLC.*

Over the past 15+ years, My Portfolio Guide, LLC has steadily grown...not just in assets under management, but in the strength of our client relationships, the clarity of our planning process, and the consistent values we aim to bring to every conversation.

Along the way, I've received several offers to sell the firm. While it might have made sense on paper, that's never been my vision. From day one, My Portfolio Guide has been about independence, transparency, and putting clients first. That commitment remains unchanged.

That said, the financial world is evolving and so must we. To continue raising the bar and protect what we've built, I've been working behind the scenes to scale forward thoughtfully...adding much deeper resources and broader capabilities to better serve you.

These enhancements include expanded tax strategy support, estate planning coordination, trust services, advanced insurance planning, and administrative depth. On top of that, we're exploring access to more

sophisticated investment strategy and trading solutions, including personalized portfolio design and execution. We're also working to integrate banking, lending, and business advisory capabilities giving clients a more seamless and comprehensive experience, whether they're managing liquidity, financing a major purchase, or planning for a business transition.

To be clear, this isn't about stepping away or selling out. I love this work and plan to stay fully engaged. But I also want to focus more of my energy on what matters most...helping clients with planning, strategy, and big-picture decisions and less time on paperwork, compliance, or back-office tasks.

As we look toward early 2026, you will notice gradual improvements in how we deliver service, enhanced planning, and communication. These changes are designed to make your life easier, expand the solutions we can offer, and ensure that we continue providing top-tier support for decades to come.

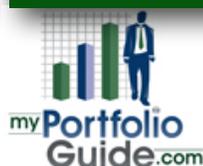
My commitment remains the same: honest advice, personal attention, and a trusted relationship built around what's best for you. I'm proud of what we've built together and I'm even more excited about what's ahead.

As always, thank you for your trust and confidence.

Warm regards,

Matthew Pixa CFP®, MBA  
President & Founder

My Portfolio Guide, LLC  
[www.myportfolioguide.com](http://www.myportfolioguide.com)



	2025 YTD	2024	2023	2022	2021	2020	2019	2018
20 / 80	3.03%	3.11%	6.17%	-15.51%	2.26%	6.29%	8.88%	-3.90%
40 / 60	3.69%	8.33%	10.83%	-16.51%	8.32%	8.13%	11.13%	-4.70%
50 / 50	4.03%	10.94%	13.16%	-17.01%	11.35%	9.02%	12.25%	-5.09%
60 / 40	4.36%	13.55%	15.50%	-17.51%	14.38%	9.90%	13.38%	-5.49%
70 / 30	4.69%	16.16%	17.83%	-18.01%	17.41%	10.76%	14.50%	-5.89%
80 / 20	5.03%	18.77%	20.17%	-18.50%	20.45%	11.60%	15.62%	-6.29%
S&P 500	5.07%	23.99%	24.83%	-19.50%	26.51%	15.26%	17.90%	-7.74%
Mid Cap	-0.31%	12.60%	15.82%	-14.93%	22.36%	11.39%	12.70%	-13.19%
Small Cap	-5.10%	7.03%	14.28%	-17.55%	23.89%	9.65%	12.50%	-13.44%
MSCI EAFE	15.98%	1.62%	14.81%	-24.41%	7.12%	15.88%	6.90%	-14.82%
Emerging	11.79%	9.69%	6.27%	-20.85%	-3.15%	9.88%	4.30%	-17.00%
Bonds	2.36%	-2.12%	1.50%	-14.52%	-3.79%	4.59%	6.80%	-3.01%

## MARKET RECAP

### How did the "Market" do ???

Never rely on the media to tell you "how the market did". The answer is different for everyone because investors should be allocated specific to *their* goals and risk tolerance.

The above chart shows several (6) basic portfolio allocations with their corresponding performance over different time periods.

60 / 40, for example, represents 60% in the S&P 500 and 40% in the U.S. Aggregate Bond Index. Other major indexes are also posted (S&P 500, Mid, Small etc) MSCI EAFE represents 23 developed International countries except for the US or Canada.

As we close out the second quarter of 2025, markets have once again reminded us that they often climb not because everything is calm, but in spite of the uncertainty. This year continues to be a case of investors "climbing a **wall of worry**", pushing through geopolitical headlines, lingering inflation, and an ongoing guessing game around the Fed's next move.

April was a gut check for many, with markets correcting sharply on fears of sticky inflation, tariff gyrations, and delayed rate cuts. But for those who didn't panic, we just witnessed the sharpest V-shaped recovery in over 30 years...a reminder of why emotional decisions are often the most costly. It's a point we'll expand on in our Education Corner this quarter, with lessons drawn from *The Psychology of Money*.

Large-cap U.S. stocks are up modestly year-to-date, around +5%, while mid-caps are flat and small caps are down nearly -5% , still wrestling with rate sensitivity and economic pressures. International developed markets, on the other hand, have led the way so far in 2025, with gains exceeding +15%. Emerging markets have also delivered a strong start, rising more than +11% on the year.

In fixed income, we've seen a bit of stabilization as investors increasingly expect rate cuts later this year. With that backdrop, we've added a modest allocation to long-term bonds in select portfolios...a positioning that could benefit if rates indeed come down. Gold briefly spiked in Q2 amid Middle East tensions but has since pulled back. We've gradually reduced our exposure after that rally, recognizing the move was more sentiment-driven than supported by sustained fundamentals. While we continue to see value in real assets over the long term, this was a timely opportunity to trim. Real estate and commodities remained mixed this quarter. REITs are still challenged by elevated interest rates and weakness in office and commercial demand. Broader commodities, particularly energy, have been choppy and largely driven by short-term news rather than sustained trends.

Looking forward, markets will continue to focus on the Fed and inflation data. While the Fed has signaled a possibility of two cuts this year, recent inflation readings suggest they will stay cautious. Markets appear to be pricing in a soft landing, but we remain watchful for any surprises in the back half of the year. This quarter reinforced a lesson we've long shared: successful investing isn't about reacting to headlines, it's about staying grounded in a long-term plan. Sometimes the most important move is choosing not to make one, and trusting the strategy we've built together.

In the meantime... "Stay disciplined to stay positive" -MPG

## EDUCATION CORNER

### Financial Behavior Matters

“Doing well with money has little to do with how smart you are and a lot to do with how you behave.”

-Morgan Housel



#### The One Book That's Both Required Reading & Your Secret Weapon

Every so often, a book comes along that reshapes how we think...not just about money, but about decision-making, risk, patience, and what truly matters in building wealth. *The Psychology of Money* by Morgan Housel is literally one of those books. It's not technical. It's not a manual on markets or a how-to guide on investing. Instead, it's a timeless and practical conversation about the most important part of financial planning: behavior. At My Portfolio Guide, LLC, we believe this book is so important that we'd love for every client to read it. Why? Because no matter how carefully we build your portfolio or craft your plan, your ability to make smart, steady decisions, especially when markets get noisy...is what determines long-term success.

Bottom line - This book will make you a better investor. It will also help us be better stewards of your wealth by aligning strategy with the right mindset.

If you'd like a complimentary copy, simply reply to this newsletter or give us a call. We'll send one your way...our treat.

**For those who may not get to reading the entire book, we've gone ahead and**

**summarized some of the most impactful chapters.** While going through it, we found ourselves thinking of specific clients where certain chapters literally felt like they were written with them in mind. The beauty of the book is that it doesn't need to be read in order; you can jump in anywhere and walk away with wisdom. Without ruining the full book in any way, here are some of the most critical takeaways and summations of this must read masterpiece.

#### Behavior Matters Most

Housel opens the book by challenging our instinct to equate intelligence with financial success. Instead, he argues, the difference between those who win with money and those who don't often comes down to behavior...patience, humility, and emotional control.

##### ► Real-Life Example: Ronald Read

One of the most striking stories Housel shares is that of Ronald Read, a former janitor and gas station attendant with no college education. Despite modest means and an unassuming lifestyle, Read amassed nearly \$8 million by the time he passed away. He wasn't taking wild risks or using aggressive investment strategies. Instead, he quietly invested in dividend-paying blue-chip stocks, lived frugally, and let compound interest work its magic. Most importantly, he displayed a remarkable level of consistency and emotional discipline over decades.



Housel contrasts this with Richard Fuscone, a high-rise Merrill Lynch executive who lived lavishly, complete with two pools, elevators, and an oversized garage. Fuscone's portfolio collapsed in the 2008 financial crisis, overshadowed by the weight of his debt and inability to adapt when markets turned against him.

#### ► Why It Matters

Behavior, not brilliance, wins in investing.

Simple, disciplined actions...saving a portion of income consistently and reinvesting dividends outperform flashy strategies.

Emotional control is the meta-skill: staying calm during market downturns and resisting impulse behavior matters more than any numerical model.

#### ► Your Takeaway

Stay the course during volatility. Those who panic-sell or chase hot trends often underperform long-term. Embrace simplicity: steady saving and reflecting on goals can be more powerful than elaborate strategies. Be humble and content: acknowledging that luck and risk play roles keeps us grounded and patient.

### **Wealth is What You Don't See**

"Spending money to show people how much money you have is the fastest way to have less money." -Morgan Housel

This chapter challenges the idea that visible wealth like big houses, flashy cars, extravagant vacations etc. is the same as real wealth. True wealth is hidden. It's the money not spent. It's the freedom and optionality stored in savings, investments, and choices not yet made.

#### ► Real-Life Example

A client once drove a 12-year-old car with 180,000 miles on it. From the outside, you'd never know they were worth several million. They had no mortgage, took modest vacations, and never rushed into new trends. Over the years, they consistently saved and invested the difference...the quiet wealth that now gives them full flexibility in retirement.

On the flip side? We've all seen people with luxury cars or lavish homes who seem "rich" until the next downturn hits, and suddenly they're selling assets or changing lifestyles.

#### ► Why It Matters

In a world that rewards display and noise, it's easy to confuse income with wealth, or stuff with security. But actual financial strength lives in the things you don't see: ample savings, margin for error, control over your time. For many investors, staying out of debt, having cash reserves, or resisting the pressure to keep up with peers has a bigger impact on long-term success than the latest hot stock.

#### ► Your Takeaway

Your portfolio's value isn't in what it lets you flaunt but it's in what it helps you avoid: stress, dependency, inflexibility. The more money you quietly keep working in the background, the more freedom you gain. Don't underestimate the power of not spending.

### **Discipline of Restraint- Enough!**

"There are a million ways to get wealthy... But there's only one way to stay wealthy: some combination of frugality and paranoia."

#### ► Real-Life Example: The Investment Banker

A high-income professional, after a big bonus, resisted upgrading every part of his lifestyle. Instead, he built safety. That discipline allowed him to preserve and grow wealth, even when less fortunate peers overspent and slipped.

#### ► Why It Matters

Spending beyond means erodes returns faster than market drops. Defining "enough" protects you from chasing external expectations. Responsible scaling is sustainable and exuberant scaling is fragile.

#### ► Your Takeaway

Define your financial comfort zone: more isn't always better. Plan for security first, growth second. Wealth retention matters more than accumulation.



## Tails Drive Everything

“Things that have never happened before happen all the time.” – Scott Sagan

By the way, this may perhaps be our favorite quote in the entire book and one that people should commit to memory.

### ► Real Life Example:

Let’s rewind to early 2020. The stock market was humming along, unemployment was at record lows, and few saw a global pandemic on the horizon. Then COVID-19 struck. In a matter of weeks, markets crashed, schools and businesses shut down, and the entire economy went into hibernation. This wasn’t in any forecast, model, or projection. And yet, in less than a year, the market recovered, and then some...in ways that no one could have scripted.

But it’s not just pandemics. The fall of the Berlin Wall, 9/11, the 2008 financial crisis, negative interest rates, GameStop’s meme-stock explosion, and now the AI boom; they all share something in common: they were unexpected. In hindsight, they feel obvious. But in real time, they blindside us.

### ► Why It Matters:

Investors often lean too heavily on what they expect to happen, based on history, models, or headlines. But the most defining market events are rarely things you see coming. They’re events that defy models, break narratives, and catch everyone off guard. What this means for you? Trying to predict the future is a losing game. Building a plan that can absorb shocks is where real financial wisdom lies.

### ► Your Takeaway:

Risk isn’t just about volatility but it’s about the stuff you never saw coming. This chapter reminds us to stay humble and prepared. That’s why we diversify, why we keep ample cash buffers, and why we avoid chasing trends or betting too heavily on one outcome. Your plan isn’t built for perfect predictions but rather it’s

it’s built to withstand the unpredictable.

## The Seduction of Pessimism

“Optimism sounds like a sales pitch. Pessimism sounds like someone trying to help you.”

-Morgan Housel

We’re wired to respond more urgently to threats than opportunities. That’s why market corrections, recessions, or scary headlines tend to get far more attention than long-term growth, innovation, or progress. This chapter unpacks why pessimism often feels smarter and more believable but that doesn’t mean it’s accurate or helpful for investors.

### ► Real-Life Example:

Think back to March 2020 and the early days of the pandemic. Economists were predicting a depression. Market pundits were forecasting double-digit unemployment for years. Some clients even asked whether they should pull out of the market entirely and "wait for things to stabilize." Fast forward just 12 months: we saw one of the fastest recoveries in market history.

Pessimism sounded smart, and it always does... but optimism paid.

### ► Why It Matters:

The media is often full of bearish predictions because fear sells. But history tells a different story: Over the past century, markets have climbed through world wars, pandemics, inflation spikes, energy crises, and political turmoil. And yet, they’ve still trended upward. This chapter reminds us that while pessimism feels prudent, optimism is usually the more rational long-term stance; especially when it's grounded in history, data, and a sound financial plan.

### ► Your Takeaway:

It’s easy to be scared by the next recession warning, market dip, or geopolitical headline. But reacting emotionally to bad news is rarely the right move. Long-term wealth is built on patience, discipline, and a steady belief that progress, however noisy and non-linear, tends to win.

# News & Notes:



## Greens and Guidance

We're excited to announce that My Portfolio Guide, LLC is now a member of Old Ranch Country Club in Seal Beach!

Now before you picture us skipping client meetings to chase birdies and bogeys, let's be clear...we're definitely not the stereotypical "country club types," and truth be told... our golf game needs work. We used to poke fun at financial advisors who seemed to spend more time on the back nine than in front of a Bloomberg terminal.

That said, the club offers a unique and fitting extension of how we serve clients. Being just three minutes from our main office, Old Ranch provides an ideal setting for quieter, more meaningful conversations and away from the chaos of noisy restaurants. Whether it's grabbing lunch or sipping something cold during a twilight round, it's a setting that complements thoughtful financial planning. We'll be hosting regular investor education events, and yes, even a few client rounds (always after market hours, we promise!).

And speaking of golf... the analogy fits. Think of us not as the ones swinging the club (that's you), but as your caddy...analyzing the course, gauging the wind, picking the right club, and helping you avoid the water hazards of investing. Markets, like golf, require strategy, discipline, and adaptability, and that's where we aim to shine.

We look forward to seeing you at the club... even if we're both slicing it into the rough. If you're a golfer and want to tee it up with us, or just prefer a more relaxed spot to catch up, reach out and we'll get it on the calendar!

## Welcome Bradley!

My Portfolio Guide, LLC is pleased to announce the hiring of Bradley Saenz as an Associate Financial Advisor. Along with his financial planning studies at California Baptist University,

he'll be helping us with technology, client events, CRM & workflow support, all while studying for his Series 65 licensure. Passion, purpose, and potential all in one.

Congrats Bradley and welcome aboard!



## Hot off the Press...

Our story is coming to a bookstore near you... soon! My Portfolio Guide, LLC is in talks with a publisher to produce a book sharing our story. What started as a lifelong "passion project" is gradually becoming a reality. This is a book that shares our firm's story, values, and the journey behind building something different in the wealth management world. It's part memoir, part manifesto with a look at what's broken in the industry, what clients truly deserve, and why independent thinking still matters. We won't spill all the beans yet but stay tuned as this story literally develops.

**"Nobody cares how much you know until they know how much you care."**



# Events Calendar

## CALENDAR:



### July 2025

#### Q3 Strategy Reviews

Zoom or in person!

Nationwide

### August 2025

August 27, 2025

Dinner with a View:

Markets, Economics & the  
“Big Beautiful Bill”

Old Ranch Country Club

Seal Beach, CA



**RSVP (562) 799-5595**



We're excited to invite you to our flagship client event of the summer... a special evening designed to inform, connect, and provide value where it matters most. Join us for a thoughtful review of the markets, a look ahead, and a timely discussion on tax planning, all over a chef-prepared dinner in a beautiful setting.

The evening will begin with a comprehensive update on the market and economy, how the first half of 2025 has unfolded, what themes we're watching, and how we're adjusting portfolios and strategies for what lies ahead. We'll also share a few key shifts we've made in light of current conditions, and ideas to consider moving forward.

In the second half of the evening, we'll welcome a guest CPA for a breakdown of the newly passed “Big Beautiful Bill”, landmark tax legislation

that brings significant updates affecting retirement withdrawals, estate strategies, charitable giving, and more. Whether you're still working, approaching retirement, or already retired, this is a session you won't want to miss. A delicious dinner will be served at Old Ranch Country Club, known for its stunning views and warm hospitality. This is our main event of the season, and we'd love for you to be part of it.

Please RSVP by Monday, August 11th and feel free to bring a guest, family member, or friend who may benefit from the conversation. We look forward to seeing you there!

**August 27th at 6:00 PM**  
**Old Ranch Country Club**  
**3901 Lampson Avenue**  
**Seal Beach, CA 90740**

As always, if you're interested in connecting on anything else, please contact us directly on our office line at **(562)799-5595** to reserve a time to meet.

