



## ELEVATE YOUR INVESTING

**You're already investing. Now be sure you're making the most of your money.**

The right investments can help you grow your income, achieve your life goals and prepare for retirement.

### Ask Yourself

- Am I on track to meet my investment goals? Have any of my goals changed?
- Is the performance of my financial portfolio meeting my expectations?
- Are there new types of investments I'd like to explore?
- What level of risk am I willing to take?
- Am I maximizing all potential benefits to reach my financial goals?

### Ask Financial Professionals

- Are you licensed to sell this investment? Is it registered with the SEC?
- How do you get paid? How much will that cost me?
- What fees and expenses are associated with this investment?
- Should I rebalance or diversify my portfolio?
- What strategies can help me stay on track to achieve my financial goals?

## When making investment decisions, it pays to compare.

### Be Informed

Learn about types of investments from reliable resources.

### Be Prudent

Evaluate new investments carefully to decide if they're right for you.

### Be Consistent

Add to investment accounts regularly, and increase amounts over time.

### Be Diverse

Diversification can mitigate investment risk.

## Who We Are

FINRA, the Financial Industry Regulatory Authority, is a not-for-profit organization dedicated to investor protection and market integrity. It regulates one critical part of the securities industry—member brokerage firms doing business in the U.S. The FINRA Investor Education Foundation helps to empower Americans with the knowledge, skills and tools to make sound financial decisions throughout life. Through a combination of research and educational programming, the FINRA Foundation helps Americans build financial stability, invest for life goals and guard against fraud and financial exploitation.

FINRA and the FINRA Foundation do not sell investment products, promote products or firms, or offer specific investment advice.

Learn more at [finra.org/investors](http://finra.org/investors)

## Investor Information and Tools from FINRA

FINRA offers free online tools and resources to support you through your investing journey, no matter your level of experience. The resources below can help you achieve your financial goals.



### Investing Content

Explore our investor-focused content to brush up on the basics with Smart Investing Courses, take a deep dive into complex products like crypto assets and options, evaluate the possibilities for retirement savings and more.



### Tools and Calculators

Use tools, calculators and quizzes to estimate your savings needs, assess your financial knowledge and help make informed financial decisions.



### Investor Insights

Read our Investor Insights to build your understanding of investing trends and avoid the latest fraud tactics.



### Fixed Income Data

Find free, comprehensive fixed income security and trade information compiled from multiple sources.



### BrokerCheck

Investigate the background and experience of investment professionals and firms using this free tool. Instantly see registrations, employment histories, regulatory actions, arbitrations and complaints.



### Fund Analyzer

Compare fees and analyze information on over 30,000 mutual funds, exchange-traded funds (ETFs), exchange-traded notes (ETNs) and money market funds.

## Need Help?

Do you think an investment professional has behaved unethically or an investment might be fraudulent? Visit [finra.org/investors/need-help](https://finra.org/investors/need-help) to file an online complaint and explore options for dispute resolution or asset recovery.

If you're a senior investor with a question about your account, you can learn more about FINRA's Securities Helpline for Seniors® at the website above, or call 844-574-3577.

**Get to know FINRA at [finra.org/investors](https://finra.org/investors).**