Guardian identifies four investing “personalities”

By Editor Test *Wed, Nov 28, 2012*

Guardian has identified four different retirement styles or personalities: The Connector, The Analyst, The Seeker and The Adventurer.

To help people better understand how their personalities and their emotions affect the way they invest, the Retirement Solutions division of The Guardian Insurance & Annuity Co., a unit of The Guardian Life, has launched a new website, Retirement Style Matters.

“The Retirement Style Matters website is an assessment and engagement tool that focuses on the links between retirement planning, personality and the need to be understood,” said Doug Dubitsky, vice president of product management and development for Retirement Solutions.

Working with Daniel Crosby, Ph.D., Guardian has identified four different retirement styles or personalities: The Connector, The Analyst, The Seeker and The Adventurer. “Seekers,” for example, “crave security and predictability and might be ideal candidates for… CDs, fixed income investments or annuities,” Guardian said in a release.

The Retirement Style Matters website is part of a suite of services and tools inclding a Facebook page, provided by Guardian to help advisors, sponsors and participants develop comprehensive retirement plans.

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