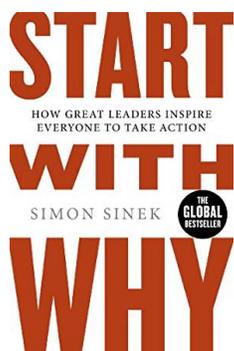




Fall Favorites from Seventy2 Capital

What do Warren Buffet, Bill Gates and Elon Musk all have in common? Aside from being three of the most successful people on the planet, they're also avid readers. Research by Tom Corley, author of *Change Your Habits, Change Your Life*, shows that 88% of successful people devote at least 30 minutes a day to reading.

As we head into fall, we want to share 10 of the Seventy2 Capital team's favorite books - from personal finance classics to new releases - that will help you find new meaning in your work and life. Pick these up this fall to keep you company when cooler nights and shorter days set in. Happy reading!



Start With Why

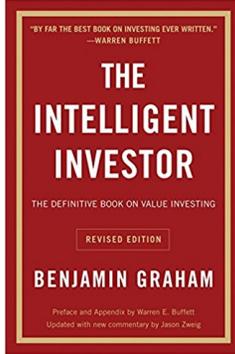
by Simon Sinek

Joy Lomibao, Vice President of Client Relations, recommends *Start With Why* because “Understanding why you do what you do is the first step to making better decisions. Knowing your purpose, being authentic to yourself and showcasing that in everything you do is important in today’s world.”

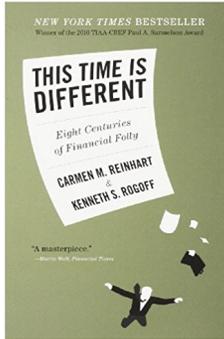
The Intelligent Investor

by Benjamin Graham

John Benjamin, Assistant Vice President & Financial Advisor, recommends economist Benjamin Graham’s *The Intelligent Investor* because it is “a book that any investor can keep going back to again and again. It teaches Graham's approach to value



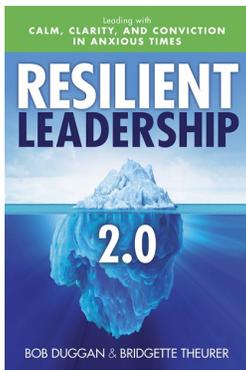
investing and shows aspiring investors how to generate steady profits by ignoring the market and focusing on intrinsic value in the companies they invest in.”



This Time is Different

by Carmen M. Reinhart & Kenneth S. Rogoff

Michael Levitsky, Vice President & Financial Advisor, says, "*This Time is Different* offers a fascinating look at the major financial collapses throughout history. Each time, the experts have chimed, ‘this time is different’-- claiming that the new situation bears little similarity to past disasters...and this breakthrough study shows why the experts are wrong.”



Resilient Leadership 2.0

by Bob Duggan & Bridgette Theurer

Brandy Corcoran Carlson, Head of Strategy & Business Development, recommends *Resilient Leadership 2.0*, saying “What I found to be most helpful is its practical application for developing resilience and managing through organizational anxiety whether it be at work or home to create lasting results.”



The Millionaire Next Door

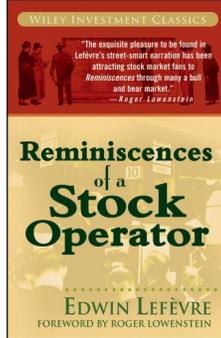
by Thomas J. Stanley & William D. Danko

James Brockett, Financial Advisor, says *The Millionaire Next Door* is a must-read because it “identifies seven common traits that show up again and again among those who have accumulated wealth, regardless of the size of their paycheck.”

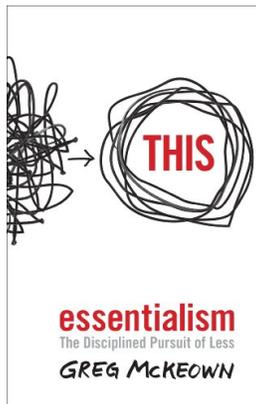
Reminiscences of a Stock Operator

by Edwin Lefèvre

John Pagano, Assistant Vice President & Financial Advisor, observes that *Reminiscences of a Stock Operator* is as relevant today as it was when published in 1923 and “offers insights on crowd psychology and market timing that are still relevant



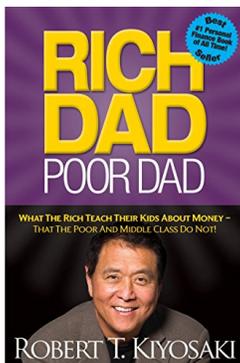
today. It's a timeless tale that will enrich your life—and your portfolio."



Essentialism

by Greg McKeown

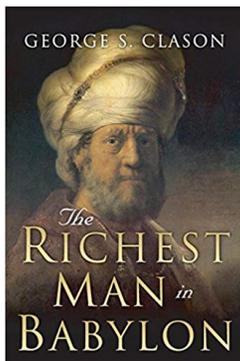
Paul Carlson, Co-founder and Partner, recommends *Essentialism: The Disciplined Pursuit of Less*. Carlson says "Essentialism shows you how to get laser focused on the things that matter, so you can be extremely selective about the essential things in your life and ruthlessly cut out everything else."



Rich Dad, Poor Dad

by Robert T. Kiyosaki

Michael Jorgenson, Financial Advisor, and Nick Shealy, Marketing Associate, recommend Robert Kiyosaki's *Rich Dad, Poor Dad* for ideas on how to build wealth. One of the bestselling personal finance books of all time, Kiyosaki challenges the popular belief that your house is an asset and emphasizes the importance of growing your balance sheet, not just your income statement.



The Richest Man in Babylon

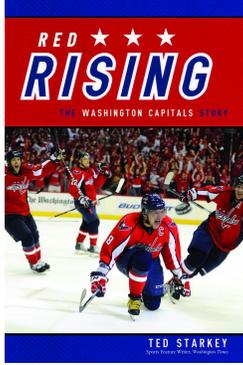
by George S. Clason

Antonio Price, Client Services Associate, recommends George Clason's 1926 personal finance classic, *The Richest Man in Babylon*, which is told through a series of entertaining parables and promises to reveal the "secret" to getting rich. Antonio says, "The book really emphasizes the need to pay yourself first. It's a quick read with real-life lessons that will have a lasting impression on how you view money."

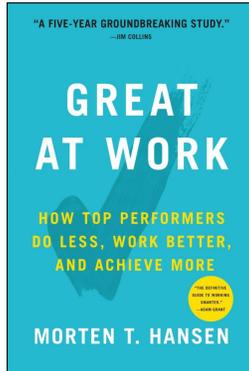
Red Rising

by Ted Starkey

Thomas Fautrel, Co-Founder & Partner (and loyal Capitals Fan),



recommends Ted Starkey's *Red Rising* for a closer look at how a chronically underachieving hockey franchise became a success on and off the ice in Washington, D.C., across North America, and around the world. According to Tom, "Written in 2012, *Red Rising* looks at the journey the Caps followed to become an organization players, media, and fans respect and adore."



Great at Work

by Morten T. Hansen

[Sean Kirby-Smith](#) recommends one of 2018's hottest new business books, Morten Hansen's *Great at Work*, because "the book illustrates what it means to work smarter, not harder." Hansen, a professor of management at UC Berkeley describes the results of a study he conducted with more than 5,000 managers and employees. He distills the results into seven "work smarter" principles that can help anyone improve their job performance — and their overall quality of life.



In the News

Congratulations to Thomas Fautrel, Co-Founder & Partner, for being named a **2018 Top Next-Gen Wealth Advisor by Forbes**. Tom ranked #211 in the list and was chosen from among 23,000 advisors who were nominated and vetted against a set of threshold requirements to arrive at the final list of 1,000. Next-Gen Advisors represent the future of the industry.

"It's an honor to be recognized for what I love to do," said Tom. "At Seventy2 Capital, we are committed to helping our clients capitalize on their success and live the life they want. I'm grateful to my clients for their support as well as the Seventy2 Capital team for their commitment to service and excellence."

The award is determined by a ranking algorithm based on industry experience, interviews, compliance records, assets under management, revenue and other criteria by SHOOK Research, LLC, which does not receive compensation from the advisors or their firms in exchange for placement on a ranking. Investment performance is not a criterion.

[Read the press release here.](#)

RSVP TODAY!

The Anniversary Event is on October 25th. Join us for a family-friendly, fun-filled evening of food and games at Pinstripes @Pike & Rose, N. Bethesda. RSVP [here](#).

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