



## The educated investor

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OTTAWA (GlobeinvestorGOLD) --One of the most basic rules of investing is not to buy what you don't understand.

The easiest way to follow this rule: Find some good investing reference materials and keep them handy for those times when you don't understand a term or need more information to properly get a handle on something. The Internet is the ideal place to find this kind of information, but be mindful that a lot of financial websites are run by people who are trying to sell you products. Also, some sites are better than others for providing clear definitions and explanations.

Here are four educational websites that offer the unbiased, clearly written material that busy investors need.

### **Investopedia (investopedia.com)**

:This ever-expanding site started out as an online investing dictionary, but now it's more like an encyclopedia. You can get brief definitions of terms and then move onto in-depth articles that offer more background. The easiest way to use this site is to type a term into the search box and go from there. Or, you can browse through various broad topics and find the niche you're interested in. The material is written by experts whose biographies are provided.

### **The Investor Education Fund (investored.ca)**

Run by the Investor Education Fund, an independent offshoot of the Ontario Securities Commission, this site is has been designed as a place where people can build their knowledge of investing from the ground up. You can get as basic as "what is a mutual fund on this site," and then progress to an online fund fee calculator that shows you clearly how much it costs to own funds. The IEF site is designed more for comprehensive reading than quick-hit definitions, and the educational content couldn't be simpler to read and digest.

### **Independent Investor (independentinvestor.info)**

The founder of this new educational site, Marc Ryan, has worked both in the securities industry and as a regulator. Material is organized according to topics such as "cost of investing," "equities," and "taxation," and additional articles of interest are posted on the homepage. The emphasis here is on providing information for do-it-yourself investors.

### **FinancialResources.ca (financialresources.ca)**

This relatively new website is unique in offering a directory of articles posted on other websites that you can use to investigate various topics. Let's say you wanted to read up on portfolio-building techniques. In the Investment Planning section of this website, you'll find links to dozens of articles from Globe and Mail websites, as well as the CBC, Advisor.ca, Toronto-Dominion Bank's economics department, Investment Executive, and the Ontario Securities Commission and Canadian Bankers Association websites.

Rob Carrick has been writing about personal finance, business and economics for more than 12 years.

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