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Uncertainty is a Certainty

MBA CFP AIFA Guerdon T. Ely
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FOREWORD BY W. SCOTT SIMON, AUTHOR OF
THE PRUDENT INVESTOR ACT: A GUIDE TO UNDERSTANDING

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MBA CFP AIFA Guerdon T. Ely : Uncertainty is a Certainty before purchasing it in order to gage whether or not it would be worth my time, and all praised Uncertainty is a Certainty:

The certainty of uncertainty is as true for managing investments as it is for potty-training toddlers; if you are not

careful you could end up with a real mess! This is especially true for anyone responsible, even indirectly, for money belonging to a relative, friend, trust, charity, pension or other entity. Being a fiduciary is a very serious legal obligation but this book makes learning how to be one actually fun! If you ever need to serve as or hire a trustee, executor, or investment advisor for your own money or that of family or friends, you must understand what "fiduciary responsibility" means. Guerdon Ely's book is the fastest, most boredom-free, way to gain that understanding. Natalie B. Choate, Esq., Author, *Life and Death Planning for Retirement Benefits* An exceptionally entertaining book that uses a unique story telling format to define fiduciaries and explain their duties in terms that are easily understood. Guerdon's simple and concise summarization of the elements of "prudence" alone makes this book worth reading. David O'Leary, Esq., Senior Counsel, Holland Knight LLP This book is brilliant! Fiduciary responsibility can be very dry reading but the author's use of autobiographical tales makes it an extremely enjoyable process. June Hunt, Retired CFO Superbly written, Ely brings the objective standards of modern prudent fiduciary investing to life. A must read for anyone entrusted with the duties of a fiduciary. Katherine Simmonds, Director of Financial Planning Ely brings a common sense approach to fiduciary investing. I find myself reading his stories to friends and colleagues, not only for the content but also for the humor! CPAs and attorneys must recommend this book to all their clients who are fiduciaries. Glenn Freed, PhD, Vice President, A Major Investment Management Firm Former Accounting Professor, University of Southern California