Mutual Fund
Distributor

Why Paying A LITTLE EXTRA Can Make You Earn MORE IN THE LONG RUN

When it comes to investing in mutual funds, many people are drawn to Direct Plans because they have a slightly lower expense ratio than Regular Plans. On paper, it looks like a smart move — after all, why pay extra if you can get the same product at a lower cost?

But here's the reality: in investing, cost is not the only factor that matters. The right advice, timely action, and disciplined approach can make a far bigger difference to your returns than saving mere less than a percentage on fees.



SRINIVASA B H
S & V Capital
AMFI-Registered Mutual Fund Distributor | ARN-78362
svcapital2002@gmail.com 9141580262 SANDVCAPITAL.investorcorner.co.in

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That "Extra Cost" Is for Expertise

In a Regular Plan, part of the fee goes to your **Mutual Fund Distributor (MFD).** This isn't just commission — it's payment for expert guidance that can protect and grow your wealth.

Think of it this way: *When you have a fever, do you treat yourself with random medicines or visit a doctor for the right prescription?* Similarly, in investing, the right guidance can prevent costly mistakes.



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The Real Risk of Going Solo



1. Chase last year's top-performing funds
2. Panic-sell during market falls
3. Invest without a clear goal or risk assessment
4. Ignore portfolio reviews and rebalancing
5. Imitate others without understanding their situation
6. Focus too much on short-term news, ignoring long-term potential



An MFD helps you avoid these traps and stay disciplined — a benefit worth far more than the small percentage you save in Direct Plans

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Long-Term Gains Beat Short-Term Savings

Studies show that investor behaviour — not fund performance — is the biggest reason for poor returns. Even great funds can disappoint if you enter or exit at the wrong time.

Saving a little today might cost you a lot tomorrow. With the right advisor by your side, that "extra" cost becomes **the smartest investment you ever make.**



Disclaimer: Mutual Fund investments are subject to market risks.
Please read all scheme-related documents carefully before investing.

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