

Business

IN GREATER GAINESVILLE

Educate, Motivate and Inspire Business Leaders in Greater Gainesville

Home	About Us	The Magazine	Awards	Events	Photo Albums	Contact Us	Relocating		
------	----------	--------------	--------	--------	--------------	------------	------------	--	--

April 2015 • Educate

How to Avoid Unnecessary Financial Risk When Your Business is Your Biggest Asset

4 years ago



Written By: **WJ Rossi**

One of the greatest mistakes many business owners make is overestimating their personal levels of diversification while underestimating their risk exposures.

By personality type, entrepreneurs tend toward risk, but they may not realize that investing