THE CA$H CLUB

SUNK COST

"The phenomenon of letting a past mistake overly influence a current decision, and convincing you to make another poor decision, is so common that it has a name. the :sunk cost fallacy." Treasurer Briner.

TAKEAWAY

- A sunk cost is something you have already spent and cannot get back.
- That realized loss can offset gains from other investments.
- A financial choice becomes harmful when it starts damaging stability or quality of life.
- Subscriptions are easy to forget because many renew automatically.

ACTIVITY

- Game
- Guest speaker options
- Quiz questions
- Watch: Tips for Teens

DISCUSSION BOARDS

COMPETITION

TBD - OCTOBER 2026

FOR ADVISORS

Subscribe!

FINANCE FRIDAYS WITH THE TREASURER
A Financial Literacy Newsletter

BRADFORD B. BRINER
STATE TREASURER OF NORTH CAROLINA