
INVESTING FOR THE LONGTERM

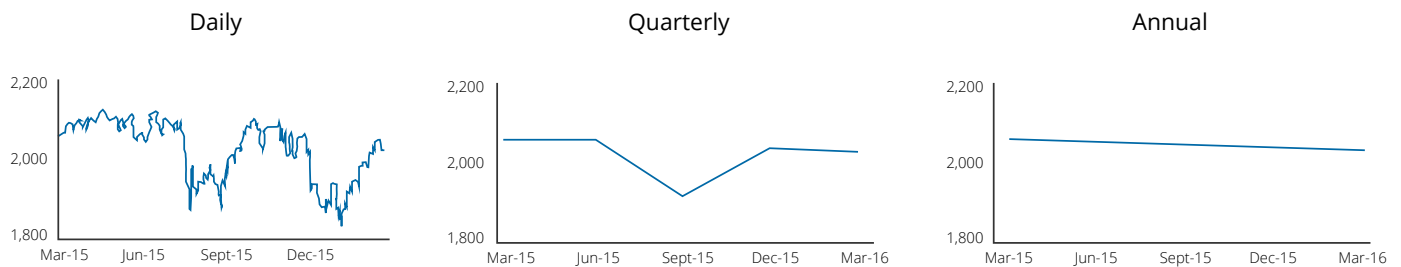
to achieve your life goals

“Investing should be more like watching paint dry or watching grass grow. If you want excitement, take \$800 and go to Las Vegas.”

-Paul Samuelson

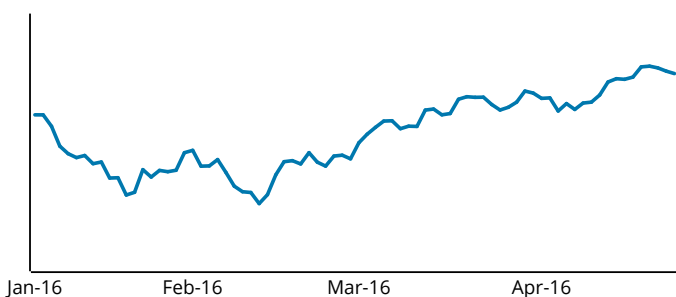
The start of 2016 has been a rollercoaster of a ride for investors. VIX, a measure of implied volatility and also generally accepted as the investor “fear index” was at a high of 30.9 on February 11 and fell to 13.75 by March 21.

Volatility in markets is indeed scary and, although not perfect, is still a good proxy for riskier vs less risky assets. But investors zeroing in on daily, weekly and monthly volatility are doing themselves no favours by fretting over the perennial ups and downs of the world markets. As Jason Zweig beautifully described it in his Wall street article of April 14, “Viewed daily over the 12 months that ended March 31, the S&P 500's moves look superficially like the *EKG of someone having a heart attack*. Viewed quarterly, they resemble a *shruggie emoticon* without the smirk. And seen over the full sweep of the last 12 months, the market's moves look like a whole lot of nothing happening in slow motion”.



Constantly following volatility naturally enhances the risk / fear factor. It is a neurobiological fact that fear and anxiety drive bad investment decisions. This is why saving and investing is a long term exercise that requires responsible preparation and disciplined execution of an investment plan; and diversification is the indispensable cornerstone of success. Being invested in a globally diversified portfolio of assets, reduces risk and achieves growth in tandem with the growth in the world economy.

Index Level



Of course constructing a diversified portfolio, monitoring, disciplined rebalancing and above all keeping a cool head are all easier said than done. Finding those few negatively correlated assets and actively managing downside volatility requires professional expertise, skill and diligence and this is where our value as investment advisors and asset managers comes through.

“These are interesting and volatile times but rather than panic or overreact to sudden or aggressive market movements we should remember that we are investing for the long term and stay the course”.

About Emergo Wealth

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