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WEALTH MANAGEMENT

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GUIDE TO

INVESTMENT INSIGHTS

STAYING FOCUSED ON LONG-TERM ECONOMIC AND MARKET EXPECTATIONS

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GUIDE TO

INVESTMENT INSIGHTS

Staying focused on long-term economic and market expectations

WELCOME

Welcome to our *Guide to Investment Insights*. Coronavirus (COVID-19) is impacting societies and markets around the world. As concerns over the pandemic continue to dominate headlines, cause volatility in the market and subsequently shake confidence, it is perfectly normal for investors to become nervous, question their investment approach and concentrate on the potential for short-term losses over their longer-term investment strategy.

During any market ups and downs, it's important for investors to remain calm and focus on long-term goals. Selling investments when markets appear to be in crisis mode may feel like the right thing to do. However, decades' worth of market data show that staying invested through volatile times has been a smart route to take to pursue long-term financial goals.

Overreacting to short-term news and normal market movements may lead some investors to inappropriately alter their asset allocations, potentially harming their ability to achieve long-term investment goals. Rather than fear volatile markets, investors should maintain their composure by staying focused on long-term economic and market expectations.

As any investors will know, market volatility is unavoidable and there will always be uncertainty in the markets, but it is important to stay focused on long-term fundamentals of the market. In volatile times, there is often a temptation to withdraw money from the market or hold off investing altogether, waiting for the 'perfect' time to invest. But when is the perfect time? Values can fall further, or not rise as expected, and investors could be putting their money at greater risk by waiting.

Understanding financial market tendencies is essential, and history often provides us with helpful lessons. The bull markets have historically been longer and more sustained than bear markets. Consequently, those who have stayed invested have benefited from subsequent rebounds.

During volatile times, some investors may understandably become agitated and begin to question their fundamental investment decisions and choices. This is especially true for those investors who monitor their portfolios daily and can be tempted to pull out of the market and wait on the sidelines until it seems safe to dive back in. But the reality is that market corrections and volatility are a part of the overall investing experience.

Although it might seem logical to think that investing is just about getting the best possible return on your money, goal-based investing – structuring your investment around your specific financial aims – can help you plan your financial future.

STAYING THE COURSE IN VOLATILE TIMES

It can be difficult to focus on the big picture during times of a market turbulence and the COVID-19 pandemic crisis. We hope our *Guide to Investment Insights* answers some of the questions or concerns you may have about your investments. To find out more or arrange an appointment, please contact us – we look forward to hearing from you.

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CREATING A FINANCIAL ROADMAP

Increasingly varied needs in an increasingly complex environment

No two people have identical financial circumstances, which is why it's essential you have a tailored financial planning solution in place that meets your individual needs and investment goals.

During periods of market volatility and concerns about the coronavirus (COVID-19) pandemic, you should fight the urge to respond inappropriately or irrationally when markets aren't performing.

Goal-based financial planning will help you invest in a systematic and disciplined manner to achieve your goals. It also enables you to remain focused and unaffected by short-term volatility in markets.

Different goals depending on which life stage

Although people may have very different goals depending on which life stage they are at, their goals can be broadly categorised into essential needs, lifestyle wants and legacy aspirations.

Planning for financial success in each of these areas can be complicated in today's world. A broad knowledge of everything from complex retirement and investment products to risk management strategies and tax laws is required.

Your financial roadmap should provide you with clarity about your future. It should detail every aspect of your vision – your hopes, fears and goals. It should also describe exactly how your future will look and help you to know exactly where you are headed and when you are likely to arrive.

Take some time and ask yourself these questions:

- Can I sleep comfortably knowing I'll have enough money for my future?
- Do I have the security of knowing where I'm heading financially?
- Am I going to be able to maintain my current lifestyle once I stop working?
- Do I feel empowered financially to live the life I want today and tomorrow?

- Have I made sufficient financial plans to live the life I want and not run out of money?
- Do I have a complete understanding of my financial position?
- What is 'my number' to make my current and future lifestyle secure?

Understanding 'your number'

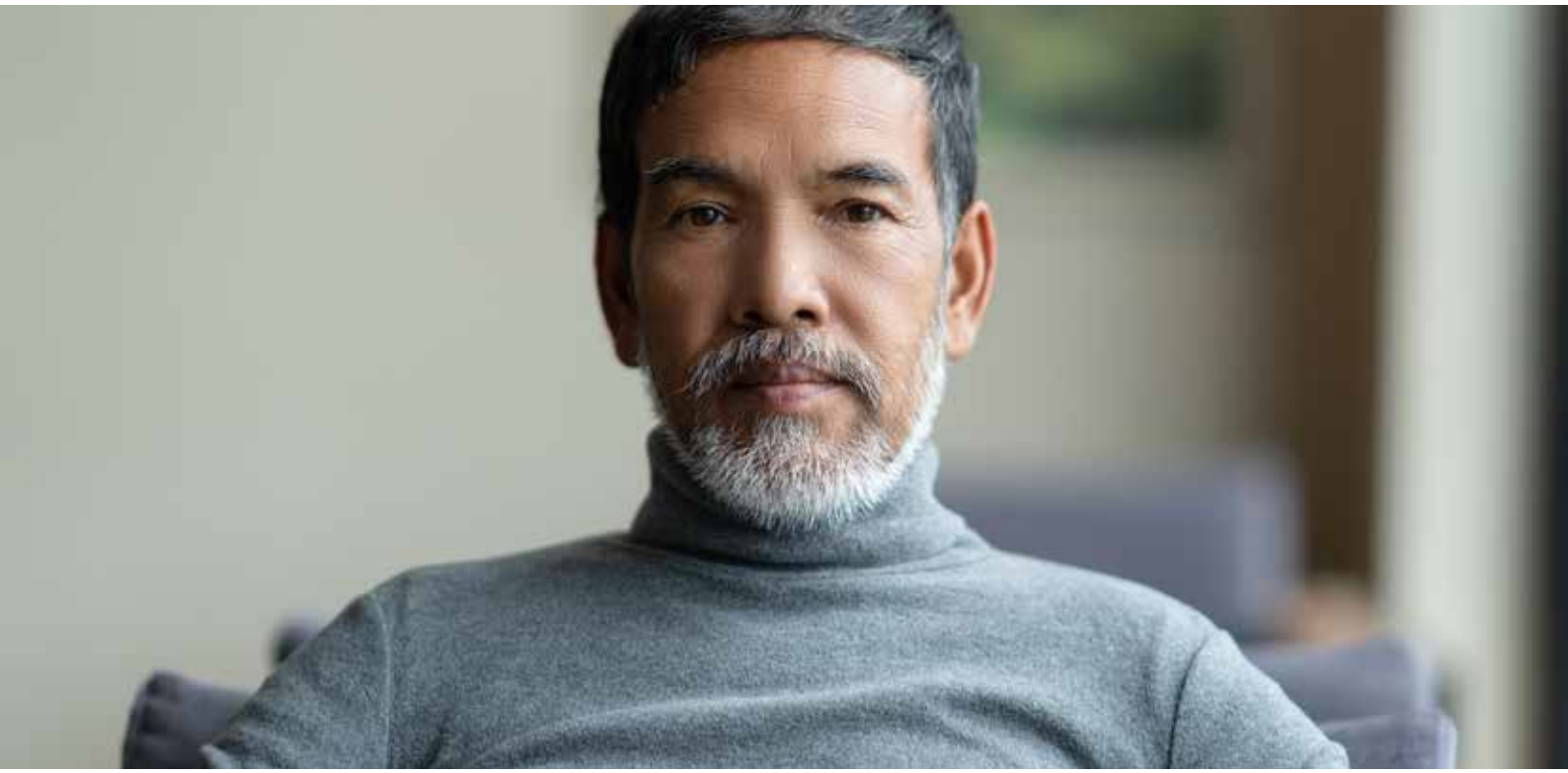
Initially you need to identify the goal for which you wish to invest and assess the time you have to reach it. Once that is done, it is important to find how much the goal costs today. Add a reasonable amount of inflation to that, and then you would know what the goal would cost you in the year you wish to accomplish it.

This process requires you to understand 'your number' – in other words, the amount of money you'll ultimately need to ensure complete peace of mind in knowing your future lifestyle is secure and making sure you don't run out of money before you run out of life.

Action plan that is focused on you

By getting to know you and what you want to achieve, we'll be able to provide you with a detailed action plan that is focused on you. Using a holistic financial planning process, we can get a clear view of your current lifestyle and the life you want to live.

Your financial roadmap will enable you to make the right financial choices and get the balance right between current responsibilities and future aspirations. All of this should be designed in a way so that you can achieve your desired lifestyle goals and objectives reliably over time. ■



GOALS-BASED INVESTING

Meeting personal and lifestyle goals

Goals-based investing is an approach which aims to help people meet their personal and lifestyle goals, whatever they may be. If you do not know where you are going, how will you know when you get there? This is very true about financial goals.

You need to set financial goals to help you make wise financial decisions, and also as a reward for your efforts. Goals should be clear, concise, detailed and written down. Unwritten goals are just wishes.

Goals might be to maintain your same standard of living (planning for retirement, or in the case of an entrepreneur, anticipating the sale of his business), buying property, paying for children or grandchildren's education, passing on a proportion of your wealth, making charitable donations, covering unplanned financial needs, etc. Each of these goals will make up a specific portfolio.

But in order to achieve all of your goals, you will need a plan. Starting from assets you already have available, you will need to determine how much more you need to accumulate and when you will need it.

Don't neglect to consider that the price of your goal items might actually increase as well. Depending upon how you invest your savings over time, you might receive interest, dividends or capital gains to help you along – you should consider this as well.

Specific

Your financial and personal goals need to be as specific as possible, because otherwise they won't give you enough direction to follow through. Look at your goals like a lamp lighting the way – the brighter the light, the clearer the road ahead. If you don't have clearly defined goals, you procrastinate. Think about your life and what you want to achieve, and what action you need to take to achieve the outcomes you want.

Measurable

Give yourself realistic deadlines. Adding specific dates, amounts, etc. makes your progress quantifiable to complete your goal and visualise a finish line.

Attainable

Be honest with yourself and set realistic goals. Decide what you want to accomplish. So, start with the goals that are highest on your priority list. It's easy to be overwhelmed by everything that needs to be done, so start simple.

Relevant

Align your goals with the direction you want your life to take. Balancing the alignment between long term and short term will give you the focus you'll need.

Time-bound

Having a finish line will mean you'll get to celebrate when you accomplish your goal. Having set deadlines gives you a sense of urgency that is lacking when goals are open-ended.

Setting realistic goals

Each goal will be assigned an amount, an investment period, a level of risk and an order of priority. Do you have the means to make additional investments necessary to accumulate the required assets to achieve your goals? Don't neglect to consider the effects of taxes on your savings and investments.

After considering the foregoing, you might determine that you can achieve some goals in less time. Or you might find that it could take longer. The time horizon is important to setting realistic goals. ■

'WHAT IF' SCENARIOS

Visualising any future bumps in the road on your journey

It's important to have realistic expectations of what your financial resources can achieve, to give you peace of mind that you can achieve what you want, when you want, without putting your future plans at risk. Key to this is understanding how each financial decision can affect other areas of your financial plans.

You also need to visualise that if there are any future bumps in the road on your journey, you've considered different 'what if' scenarios and have taken the right approach to protecting yourself and your family against the consequences.

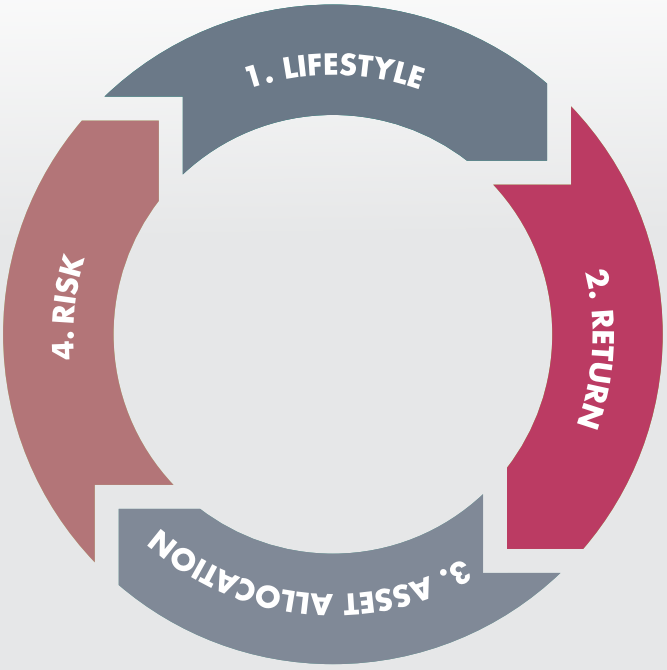
Regular reviews of your personal plans and financial circumstances will also help you to adapt to your life changes and make you feel more financially secure and independent. ■

Lifestyle
Your financial plan should start with you – your hopes, fears, goals and vision for the future, incorporating both your current lifestyle and your desired lifestyle.

Return
Once you have a better understanding of your goals and what you want to achieve, together we can determine the required investment return in order to achieve your lifestyle goals.

Asset Allocation
Your required investment return will determine the asset allocation of your investment strategy, taking the associated investment risks into account.

Risk
It's important to look at risk holistically in the context of what you are trying to achieve, including how realistic your lifestyle goals are based on your financial circumstances and what it is that you are trying to achieve. We'll spend time understanding your risk profile in detail – this is not limited to investment risk, but also includes inflation risk and behavioural risk.



BEST COURSE OF ACTION

Achieving your financial objectives

Every important journey has a destination. Similarly every investment should have a goal, and each goal should be time based. Quantifying the amount of money needed to achieve that goal is important.

Evaluating your goals in greater depth is essential if you want to get a picture of your objectives and aspirations. With a full understanding of your circumstances and priorities, we'll provide you with advice that is custom-tailored to suit your specific lifestyle goals, and together develop a strategy based on your personal circumstances.

Cash flow modelling

In order to develop your financial plan, you need clarity over your goals, your objectives and your motivations. An integral part of the lifestyle financial planning process includes cash flow modelling. It gives you a graphic representation of your financial future and an insight into how life events will have an impact. This illustrates what might happen to your finances in the future and enables you to plan to ensure that you make the most of your money to achieve your financial objectives.

The process shows your current position relative to your preferred position and your goals by assessing your current and forecasted wealth, along with income inflows and expenditure outflows to create a picture of your finances, now and in the future. This detailed picture of your assets includes investments, debts, income and expenditure, which are projected forward, year by year, using calculated rates of growth, income, inflation, wage rises and interest rates.

A cash flow model calculates the growth rate you'll require if you are to meet your investment objectives. This rate is then cross referenced with your attitude to risk to ensure your expectations are realistic and compatible with the asset allocation needed to achieve the necessary growth rate.

Looking at your financial journey in this way enables you to implement a detailed plan that outlines how to deliver your financial future. To ensure that, over time, you achieve your desired lifestyle goals, it is important for us to regularly review your financial plan and make any necessary amendments should your personal circumstances change.

Asset allocation mix

Cash flow modelling can determine what recommendations and best course of action are appropriate for your particular situation and the right asset allocation mix. The growth rate you require is calculated to meet your investment objectives. This rate is then cross-referenced with your attitude to risk to ensure your expectations are realistic and compatible with the asset allocation needed to achieve the necessary growth rate.

Where this approach becomes particularly useful is the analysis of different scenarios based on decisions you may make – this could be lifestyle choices or perhaps investment decisions. By matching your present and expected future liabilities with your income and capital, recommendations can be made to ensure that you don't run out of money throughout your life.

How much to save, spend and invest

A snapshot in time is taken of your finances. The calculated rates of growth, income, tax and so on that are used to form the basis of any cash flow modelling exercise will always be assumptions. This is why regular reviews and reassessments are required to ensure you remain on track.

Nearly all decisions are based on what is contained within the cash flow. This will include how much to save and spend, as well as how funds should be invested to achieve the required return, so there is a lot that needs to be managed.

A lifetime cash flow plan should enable you to:

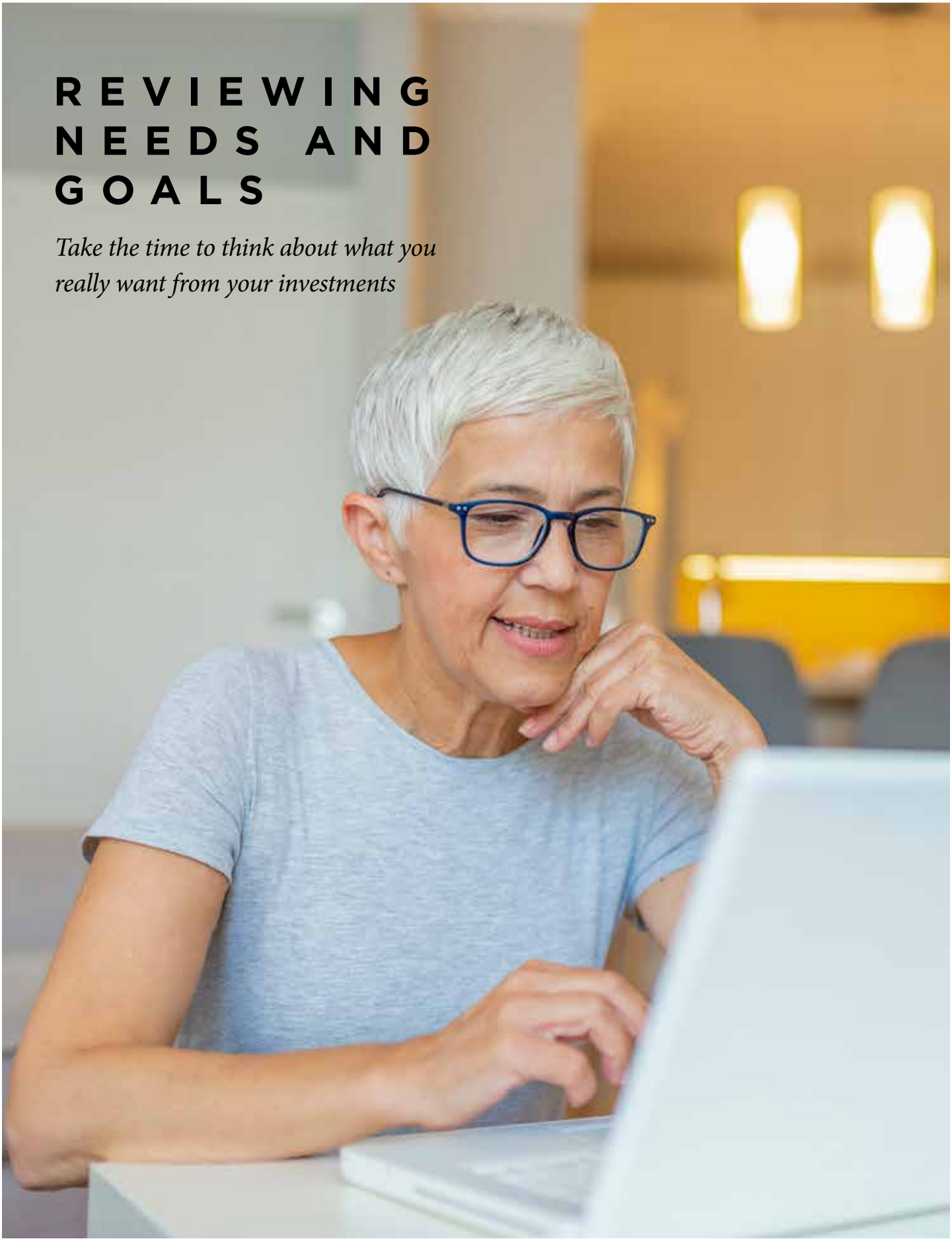
- Produce a clear and detailed summary of your financial arrangements
- Define your family's version of the 'good life' and begin working towards it
- Work towards achieving and maintaining financial independence
- Ensure adequate provision is made for the financial consequences of the death or disablement of you or your partner
- Plan to minimise your tax liabilities
- Produce an analysis of your personal expenditure planning assumptions, balancing your cash inflows and your desired cash outflows
- Estimate future cash flow on realistic assumptions
- Develop an investment strategy for your capital and surplus income in accordance with risk/reward, flexibility and accessibility with which you are comfortable
- Become aware of the tax issues that are likely to arise on your own death and that of your partner

Run through the numbers

With every financial corner you turn, it is important to 'run through the numbers', which will help you make the right financial decisions. It is important to be specific. For example, it is not enough to say, 'I want to have enough to retire comfortably'. You need to think realistically about how much you will need – the more specific you are, the easier it will be to come up with a plan to achieve your goals.

If your needs are not accurately established, then the cash flow will not be seen as personal, and therefore you are unlikely to perceive value in it. Some years, there may not be any change, or just small tweaks. However, in other years, there may be something significant; either way, you will need to ensure things are up to date and to keep your own peace of mind knowing your plans are still on track.

It is vital that you are made aware that certain assumptions have been made in the making of your plan. Projected inflation and growth rates need to be made clear, and it should be explained that the plan and cash flow model is only as good as the information provided, so it is critical that it is reviewed. ■



REVIEWING NEEDS AND GOALS

Take the time to think about what you really want from your investments

A financial review is a great way to take a fresh look at your finances and plan for the journey ahead. More importantly, it enables you to talk through your long-term financial objectives and discuss with us a way forward to deliver your plan and achieve them.

You need to consider what you really want from your investments. A review will also ensure you are on top of your overall asset allocation and individual shares and funds. We'll make sure they are consistent with how much risk you want to – and can afford to – take. Knowing yourself, your needs and goals, and your appetite for risk is essential.

1. Consider your reasons for investing

It's important to know why you're investing. The first step is to consider your financial situation and your reasons for investing.

For example, you might be:

- Looking for a way to get higher returns than on your cash savings
- Putting money aside to help pay for a specific goal such as your children's or grandchildren's education or their future wedding
- Planning for your retirement

Determining your reasons for investing now will help you work out your investment goals and influence how you manage your investments in future.

2. Decide on how long you can invest

If you're investing with a goal in mind, you've probably got a date in mind too. If you've got a few goals, some may be further away in time than others, so you'll probably have different strategies for your different investments.

Investments rise and fall in value, so it's sensible to use cash savings for your short-term goals and invest for your longer-term goals.

Short term

Most investments need at least a five-year commitment, but there are other options if you don't want to invest for this long, such as cash savings.

Medium term

If you can commit your money for at least five years, a selection of investments might suit you. Your investments make up your 'portfolio' and could contain a mix of funds investing in shares, bonds and other assets, or a mixture of these, which are carefully selected and monitored for performance by professional fund managers.

Long term

Let's say you start investing for your retirement when you're fairly young. You might have 20 or 30 years before you need to start drawing money from your investments. With time on your side, you might consider higher-risk fund exposure that can offer the chance of higher returns in exchange for an increased risk of losing your money.

As you get closer to retirement, you might sell off some of these riskier investments and move to safer options with the aim of protecting your investments and their returns.

How much time you've got to work with will have a big impact on the decisions you make. As a general rule, the longer you hold investments, the better the chance they'll outperform cash – but there can never be a guarantee of this.

3. Make an investment plan

Once you're clear on your needs and goals, and you've assessed how much risk you can take, we'll help you identify the types of investment options that could be suitable for you.

4. Build a diversified portfolio

Holding a balanced, diversified portfolio with a mix of investments can help protect it from the ups and downs of the market. Different types of investments perform well under different economic conditions. By diversifying your portfolio, you can aim to make these differences in performance work for you.

You can diversify your portfolio in a few different ways through funds that invest across:

- Different types of investments
- Different countries and markets
- Different types of industries and companies

A diversified portfolio is likely to include a wide mix of investment types, markets and industries. How much you invest in each is called your 'asset allocation'.

5. Make the most of tax allowances

As well as deciding what to invest in, think about how you'll hold your investments. Some types of tax-efficient account mean you can normally keep more of the returns you make. It's always worth thinking about whether you're making the most of your tax allowances too.

You need always to bear in mind that these tax rules can change at any time, and the value of any particular tax treatment to you will depend on your individual circumstances.

6. Review portfolios periodically

Periodically, a financial review will provide the opportunity to check and see if your portfolio's wide mix of investment types and markets still aligns with your goals.

These are some aspects of your portfolio you may want to check up on annually:

Changes to your financial goals

Has something happened in your life that calls for a fundamental change to your financial plan? Maybe a change in circumstances has changed your time horizon or the amount of risk you're willing to handle. If so, it's important to take a hard look at your portfolio to determine whether it aligns with your revised financial goals.

Asset allocation

An important part of investment planning is setting an asset allocation that you feel comfortable with. Although your portfolio may have been in line with your desired asset allocation at the beginning of the year, depending on the performance of your portfolio, your asset allocation may have changed over the period in question. If your actual allocations are outside of your targets, then perhaps it's time to readjust your portfolio to get it back in line with your original targets.

Diversification

Along with a portfolio with a proper asset class balance, you will want to ensure that you're properly diversified inside each asset class. Diversification means owning a variety of assets that perform differently over time, but not too much of any one investment or type.

There are four main asset classes – cash, fixed-interest securities, property and equities – and having exposure to them all will help reduce the overall level of risk of your investment portfolio. If one part of your portfolio isn't doing well, the other investments you've made elsewhere should compensate for those losses.

Performance

Consider if there are certain aspects of your portfolio that need rebalancing. You may also want to consider selling to help offset capital gains you might take throughout the year.

The primary goal of a rebalancing strategy is to minimise risk relative to a target asset allocation, rather than to maximise returns. Over time, asset classes produce different returns that can change the portfolio's asset allocation. To recapture the portfolio's original risk-and-return characteristics, the portfolio should therefore be rebalanced. ■

INVESTMENT OBJECTIVES

The sooner you start, the better off you may be in the long run

A lifestyle financial plan has no value unless it is properly implemented through an appropriate goal-based investment strategy. If you've got a sufficient amount of money in your cash savings account – enough to cover you for at least six months – and you want to see your money grow over the long term, then you should consider investing some of it.

Investing is a lifelong process, and the sooner you start, the better off you may be in the long run. Regardless of the financial stage of life you are in, you will need to consider what your investment objectives are, how long you have to pursue each objective, and how comfortable you are with risk.

Current finances and future goals

The right savings or investments for you will depend on how happy you are taking risks and on your current finances and future goals. Investing is different to simply saving money, as both your potential returns and losses are greater.

If you're retiring in the next one to two years, for example, it might not be the right time to put all of your savings into a high-risk investment. You may be better off choosing something like a cash account or bonds that will protect the bulk of your money, while putting just a small sum into a more growth-focused option such as shares.

Considering cash or term deposits

You may be a few months away from putting down a deposit on your first home loan. In this case, you might be considering cash or term deposits. You might also choose a more conservative investment that keeps your savings safe in the short term.

On the other hand, if you have just recently started working and saving, you may be happy to invest a larger sum of your money into a higher-risk investment with higher potential returns, knowing you won't need to access it in the immediate future.

Protect wealth from market ups and downs

If appropriate, you should consider a range of different investment options. A diverse portfolio can help protect your wealth from market ups and downs. There are four main types of investments, also called 'asset classes', each with their own benefits and risks.

Defensive investments

Defensive investments focus on generating regular income as opposed to growing in value over time. The two most common types of defensive investments are cash and fixed interest.

Cash investments include:

High interest savings accounts

The main benefit of a cash investment is that it provides stable, regular income through interest payments. Although it is the least risky type of investment, it is possible the value of your cash could decrease over time, even though its pound figure remains the same. This may happen if the cost of goods and services rises too quickly (also known as 'inflation'), meaning your money buys less than it used to.

Fixed interest investments include:

Term deposits, government bonds, corporate bonds

A term deposit lets you earn interest on your savings at a similar, or slightly higher, rate than a cash account (depending on the amount and term you invest for), but it also locks up your money for the duration of the 'term' so you can't be tempted to spend it.

Bonds, on the other hand, basically function as loans to governments or companies, who sell them to investors for a fixed period of time and pay them a regular rate of interest. At the end of that period, the price of the bond is repaid to the investor.

Although bonds are considered a low-risk investment, certain types can decrease in value over time, so you could potentially get back less money than you initially paid.

Growth investments

Growth investments aim to increase in value over time, as well as potentially paying out income. Because their prices can rise and fall significantly, growth investments may deliver higher returns than defensive investments. However, you also have a stronger chance of losing money.

The two most common types of growth investments are shares and property.

Shares

At its simplest, a single share represents a single unit of ownership in a company. Shares are generally bought and sold on a stock exchange. Shares are considered growth investments because their value can rise. You may be able to make money by selling shares for a higher price than you initially pay for them.

If you own shares, you may also receive income from dividends, which are effectively a portion of a company's profit paid out to its shareholders.

The value of shares may also fall below the price you pay for them. Prices can be volatile

IF YOU OWN SHARES, YOU MAY ALSO RECEIVE INCOME FROM DIVIDENDS, WHICH ARE EFFECTIVELY A PORTION OF A COMPANY'S PROFIT PAID OUT TO ITS SHAREHOLDERS.

from day to day, and shares are generally best suited to long-term investors, who are comfortable withstanding these ups and downs.

Although they have historically delivered better returns than other assets, shares are considered one of the riskiest types of investment.

Property

Similarly to shares, the value of a property may rise, and you may be able to make money over the medium to long term by selling a house or apartment for more than you paid for it.

These types of investments include:

- Residential property such as houses and units
- Commercial property such as individual offices or office blocks
- Retail premises such as shops or hotels
- Industrial property such as warehouses

Prices are not guaranteed to rise though, and property can also be more difficult than other investment types to sell (liquidate) quickly, so it may not suit you if you need to be able to access your money easily.

Returns

Returns are the profit you earn from your investments.

Depending on where you put your money, it could be paid in a number of different ways:

- Dividends (from shares)
- Rent (from properties)
- Interest (from cash deposits and fixed interest securities)

WHAT NEXT FOR STOCK MARKETS?

Getting to grips with the fallout from the coronavirus

Understanding the interaction between volatility and returns is a fundamental part of being a good goal-based investor. This is especially important at times such as now, when we've seen daily sizeable swings in market values as global markets try to get to grips with the fallout from the coronavirus (COVID-19) outbreak.

As you work towards your investing goals – whether that's planning for retirement, funding your children's education or making a large purchase – it is important to understand the relationship between the two and find a balance that works for you.

If the financial markets have taught us anything over the long term, it is that upward markets are often followed by corresponding downward markets, and vice versa. It's called 'volatility', and it always has been, and always will be, the pulse of the market.

1. Down markets may present buying opportunities

Market swings are common and can be unnerving, but down markets may present buying opportunities. Buying while prices are low may allow investors to reap the rewards later.

2. Manage volatility through effective management and planning

The keys to weathering market volatility include maintaining realistic return expectations, taking a long-term investment approach, avoiding market timing, and diversifying your assets.

3. Maintain a focus on long-term goals

By learning how to navigate the ups and downs of the market, you can put market volatility into better perspective to help remain focused on your long-term goals. ■

LET TIME DO ITS WORK

Focusing on long-term horizons

Fear and worry are understandable, particularly as the coronavirus (COVID-19) outbreak led to the biggest daily drop in the FTSE 100 since the financial crisis. Trying to second-guess the impact of events such as the coronavirus or the recent stock market volatility – or even attempting to make a bet on them – rarely pays off. Instead, investors who focus on long-term horizons – at least five to ten years – have historically fared much better.

Sensible diversification – owning a mix of assets, including shares, bonds and alternative investments such as property – can help protect investors over the long term. When one area of a portfolio underperforms, another part should provide important protection.

Risk tolerance and time horizon

If you have a well-diversified portfolio, then it's more important than ever to stay the course. You have a strategy in place that reflects your risk tolerance and time horizon, so remain committed. This will help you navigate through periods of uncertainty when some investors are panicking or acting out of fear. Volatility is not all bad, as long as you are prepared to take advantage of the unique opportunities it brings.

Be aware of the psychological effect this type of volatility has on you as an investor, and resist the urge to be reactive. When you turn on the radio or television, or log onto Twitter or Facebook, you might assume volatility is a terrible thing, requiring all investors to react and make changes to their portfolio immediately.

Proper diversification and perseverance

It's important to understand that this movement is not all bad for investors. Some commentators may talk about volatility as a detriment to markets and investors, but fail to discuss the opportunities that arise for investors during periods of market volatility.

No one knows how severe any market turbulence will be or what the market will do next. It could be over quickly or become more protracted. However, no matter what lies ahead, proper diversification and perseverance over the long term are very important.

Ups and downs of different types of market conditions

It's likely that the coronavirus will continue to have an impact on markets over the coming months and even years. However, major events causing markets to fall, particularly in the short term, is something we've seen time and time again. And it doesn't mean that markets won't recover, so try not to worry too much.

History shows again and again that the ups and downs of different types of market conditions are part and parcel of investing, and there have been many times in the past when events have caused short-term corrections.

Experience of dealing with different types of market

Stock markets around the world have recently experienced some very turbulent activity, so as the virus spreads around the world, investors need to be able to cope with some pain. The key to remember when stock markets fall is to remain calm. Don't panic. Don't frantically sell. If you can avoid it, don't even log into your investment account.

At moments like this, the skills and experience of financial advisers come into their own. Not only do advisers have the experience of dealing with different types of market conditions, but they can also help to take the emotion out of your decisions. ■

HISTORY SHOWS AGAIN AND AGAIN THAT THE UPS AND DOWNS OF DIFFERENT TYPES OF MARKET CONDITIONS ARE PART AND PARCEL OF INVESTING, AND THERE HAVE BEEN MANY TIMES IN THE PAST WHEN EVENTS HAVE CAUSED SHORT-TERM CORRECTIONS.

UNDERSTANDING RISK

How much risk are you willing to take?

If you want to plan for your financial future, it helps to understand risk. If you understand the risks associated with investing and you know how much risk you are comfortable taking, you can make informed decisions and improve your chances of achieving your goals.

You might be familiar with the concept of risk for reward, which states that the higher the risk of a particular investment, the higher the possible return. Risk for reward is a general trade-off underlying nearly anything from which a return can be generated. Anytime you invest money into something, there is a risk, whether large or small, that you might not get your money back.

So, put simply, risk is the possibility of losing some or all of your original investment. Often, higher risk investments offer the chance of greater returns, but there's also more chance of losing money. Risk means different things to different people. How you feel about it depends on your individual circumstances and even your personality. Your investment goals and timescales will also influence how much risk you're willing to take. What you come out with is your 'risk profile'.

Different types of investment

None of us like to take risks with money, but the reality is there's no such thing as a 'no-risk' investment. You're always taking on some risk when you invest, but the amount varies between different types of investment. For example, funds that hold bonds tend to be less risky than those that hold shares, but there are always exceptions.

Losing value in real terms

Money you place in secure deposits, such as savings accounts, risks losing value in real terms (buying power) over time. This is because the interest rate paid won't always keep up with rising prices (inflation).

On the other hand, index-linked investments that follow the rate of inflation don't always follow market interest rates. This means that if inflation falls, you could earn less in interest than you expected.

Inflation and interest rates over time

Stock market investments might beat inflation and interest rates over time, but you run the risk that prices might be low at the time you need to sell. This could result in a poor return or, if prices are lower than when you bought, losing money.

You can't escape risk completely, but you can manage it by diversifying investments over the long term. You can also look at paying money into your investments regularly, rather than all in one go. This can help smooth out the highs and lows and cut the risk of making big losses.

Capital risk

Your investments can go down in value, and you may not get back what you invested. Investing in the stock market is normally through shares (equities), either directly or via a fund. The stock market will fluctuate in value every day, sometimes by large amounts. You could lose some or all of your money depending on the company or companies you have bought. Other assets such as property and bonds can also fall in value.

Inflation risk

The purchasing power of your savings declines. Even if your investment increases in value, you may not be making money in 'real' terms if the things that you want to buy with the money have increased in price faster than your investment. Cash deposits with low returns may expose you to inflation risk.

Credit risk

Credit risk is the risk of not achieving a financial reward due to a borrower's failure to repay a loan or otherwise meet a contractual obligation. Credit risk is closely tied to the potential return of an investment, the most notable being that the yields on bonds correlate strongly to their perceived credit risk.

CREDIT RISK IS THE RISK OF NOT ACHIEVING A FINANCIAL REWARD DUE TO A BORROWER'S FAILURE TO REPAY A LOAN OR OTHERWISE MEET A CONTRACTUAL OBLIGATION.

Liquidity risk

You are unable to access your money when you want to. Liquidity can be a real risk if you hold assets such as property directly and also in the 'bond' market, where the pool of people who want to buy and sell bonds can 'dry up'.

Currency risk

Currency risk is the potential risk of loss from fluctuating foreign exchange rates when investments are exposed to foreign currency or in foreign-currency-traded investments.

Interest rate risk

Changes to interest rates affect your returns on savings and investments. Even with a fixed rate, the interest rates in the market may fall below or rise above the fixed rate, affecting your returns relative to rates available elsewhere. Interest rate risk is a particular risk for bondholders. ■

SIX PRINCIPLES OF INVESTING

Cultivating your investments to minimise risk

01

Have a plan and stick to it

It is one thing to have a target, but a sound financial plan can be the difference between simply hoping for the best and actually achieving your goals.

You can review your plan regularly with your fiancial adviser and make adjustments when necessary, but staying focused on your plan will help you to not be distracted by short-term market uncertainty.

02

Think twice before putting your money in cash

Putting your money in cash can seem appealing as a safe and secure option – but inflation is likely to eat away at your savings. For most people with longer-term investment plans, cash needs to be supplemented with investment in other asset classes that can beat the perils of inflation and offer better capital growth potential.

03

Diversify and always consider your investments as a whole

When markets are fluctuating, it's all too easy to worry about the performance of certain investments while forgetting about the bigger picture.

But when one asset class is performing poorly, others may be flourishing in the same market conditions. A diversified portfolio, including a range of different assets, can help to iron out the ups and downs and avoid exposing your portfolio to undue risk.

04

Start investing early if you can

As a general rule, the earlier in life you start investing, the better your chances of long-term growth.

Compound growth (the ability to grow an investment by reinvesting the earnings) is a powerful force but it takes time to deliver. The right time to invest is when you and your financial adviser have forumulated a clear financial plan that requires growth.

05

Many people suffer from what behaviourists call 'activity bias': the urge to 'just do something' in a crisis, whether the action will be helpful or not.

When investments are falling in value, it can be tempting to abandon your plans and sell them – but this can be damaging because you won't be able to benefit from any recovery in prices. Markets go through cycles, and it's important to accept that there will be good and bad years. Short-term dips in the market tend to be smoothed out over the long term, increasing the potential for healthy returns.

06

Every single investor's needs are different and, while the points above are good general tips, there's no substitute for a plan that's tailored specifically for you.

What's more, in volatile times, advice can help you take the emotion out of investing and provide an objective view. It may just be the best investment you ever make.

EVER-CHANGING MARKET CONDITIONS

Types of investments that best align with your financial goals

Without a plan, investors are prone to making knee-jerk reactions when there are swings in the market. A well-thought-out investment strategy provides the guidance needed to help you stay on track when inevitable market fluctuation occurs. It can also point you toward the types of investments that best align with your financial goals.

But investors today are faced with ever-changing market conditions, an often overwhelming amount of information from the media and an increasing number of investment choices. It's not surprising that the world of investing can seem complex.

By maintaining a clear purpose for your investment strategy, you help yourself stay on track and confidently navigate the ups and downs of the market.

When developing your investment strategy, consider the following factors:

1. Your investment goals

Specifically, for what or whom are you accumulating funds? Your investment goals will help you determine suitable investments.

2. Your time horizon

How many years will it be until you need to use what you have invested? Longer time horizons may provide flexibility for more aggressive investment choices.

3. Your tolerance for risk

Take your broader financial situation into account, and consider how comfortable you are with varying degrees of risk as you pursue your investment goals.

INVESTING ACROSS MULTIPLE ASSET CLASSES

Adapting to changing market conditions for a better overall experience

When you start investing, or even if you are a sophisticated investor, one of the most important tools available is diversification. Whether the market is bullish or bearish, maintaining a diversified portfolio is essential to any long-term investment strategy. It's crucial if you're looking to reduce risk and improve your overall portfolio returns.

An investor's objectives can rarely be met by investing in a single asset class. Instead, a portfolio that actively invests across multiple asset classes has more sources of potential return, can better adapt to changing market conditions and can diversify portfolio risk for a better overall experience.

The process of diversification allows an investor to spread risk between different kinds of investments (called 'asset classes') to potentially improve investment returns. This helps reduce the risk of the overall investments (referred to as a 'portfolio') underperforming or losing money.

With some careful investment planning and an understanding of how various asset classes work together, a properly diversified portfolio provides investors with an effective tool for reducing risk and volatility without necessarily giving up returns.

If you have a lot of cash – more than six months' worth of living expenses – you might consider putting some of that excess into investments like shares and fixed interest securities, especially if you're looking to invest your money for at least five years and are unlikely to require access to your capital during that time.

If you're heavily invested in a single company's shares – perhaps your employer – start looking for ways to add diversification.

Diversifying within an asset class

There are many opportunities for diversification, even within a single kind of investment.

For example, with shares, you could spread your investments among:

- Large and small companies
- The UK and overseas markets
- Different sectors (industrial, financial, oil, etc.)

Different sectors of the economy

Diversification within each asset class is the key to a successful, balanced portfolio. You need to find assets that work well with each other. True diversification means having your money in as many different sectors of the economy as possible.

With shares, for example, you don't want to invest exclusively in big established companies or small start-ups. You want a little bit of both (and something in between, too). Mostly, you don't want to restrict your investments to related or correlated industries. An example might be car manufacturing and steel. The problem is that if one industry goes down, so will the other. With bonds, you also don't want to buy too much of the same thing. Instead, you'll want to buy bonds with different maturity dates, interest rates and credit ratings. ■

WITH SOME CAREFUL INVESTMENT PLANNING AND AN UNDERSTANDING OF HOW VARIOUS ASSET CLASSES WORK TOGETHER, A PROPERLY DIVERSIFIED PORTFOLIO PROVIDES INVESTORS WITH AN EFFECTIVE TOOL FOR REDUCING RISK AND VOLATILITY WITHOUT NECESSARILY GIVING UP RETURNS.

Main four asset classes

Cash[1]	Savings and current account balances, savings bonds, premium bonds and other NS&I products, Cash ISAs and any cash you have.	Low, but your money's buying power is eroded over time if inflation is higher than the interest rates paid. Cash you put into authorised UK banks or building societies is protected by the Financial Services Compensation Scheme up to £85,000.
Fixed Interest Securities – also called 'bonds'. Essentially a loan to a company or government for a fixed period.	Gilts (government bonds), overseas bonds, local authority bonds and corporate bonds (loans to companies).	Relatively low and returns predictable if held to maturity. However, traded prices can be volatile. Your money's buying power can still be eroded over time if inflation is higher than the interest rate paid on the bond.
Shares – also known as 'equities'. A stake in a company.	You can hold shares directly or through an investment fund where you pool your money with other people's, like with a unit trust, OEIC (open-ended investment company) or life fund.	Investing in a single company is high risk. Investing in a fund provides more diversification, but risk levels will depend on the type of shares in the fund.
Property	Includes residential or commercial property and buy-to-lets, and investments in property companies or funds.	Price can vary and be more volatile than with bonds. Potential for gains but also losses. You might not be able to access your capital quickly if you have invested into property directly. Access to capital might also be restricted through property funds if closed to redemptions, meaning you will not have access until the redemption restriction has been lifted.

[1] Cash you put into UK banks or building societies (that are authorised by the Prudential Regulation Authority) is protected by the Financial Services Compensation Scheme (FSCS). The FSCS savings protection limit is £85,000 (or £170,000 for joint accounts) per authorised firm.

NATURALLY SPREAD RISK

Incorporating a wide range of different assets

Understanding investment risk and determining what level of risk you feel comfortable with before you invest is an important part of the investment decision process. Your potential returns available from different kinds of investment, and the risks involved, change over time as a result of economic, political and regulatory developments, as well as a host of other factors.

Asset allocation simply means deciding how to spread your money across the different asset classes (including equities, bonds, property and cash) and how much you want to hold in each.

Future capital or income needs

Your overall asset allocation needs to reflect your future capital or income needs, the timescales before those capital sums are required or the level of income sought, and the amount of risk you can tolerate. Investing is all about risk and return.

Not only does asset allocation naturally spread risk, but it can also help you to boost your returns while maintaining, or even lowering, the level of risk of your portfolio. Most rational investors would prefer to maximise their returns, but every investor has their own individual attitude towards risk.

Investment characteristics

Determining what portion of your portfolio should be invested into each asset class is called 'asset allocation' and is the process of dividing your investment/s between different assets. Portfolios can incorporate a wide range of different assets, such as cash, bonds, equities (shares in companies) and property, all of which have their own characteristics.

The idea behind allocating your money among different assets is to spread risk through diversification. It is important to understand their characteristics and the implications for how a portfolio will perform in different conditions – the idea of not putting all your eggs in one basket.

Risk tolerance

Investments can go down as well as up, and these ups and downs can depend on the assets you're invested in and how the markets are performing. It's a natural part of investing.

Moreover, the potential returns available from different kinds of investment, and the risks involved, change over time as a result of economic, political and regulatory developments, as well as a host of other factors. Diversification helps to address this uncertainty by combining a number of different investments.

Your risk tolerance, too, will change over time. For example, investors in their 20s may not be too worried about a 30% fall in the market, reasoning they have time to ride it out. Investors in their 40s, however, if they have responsibilities such as a mortgage and a family, may focus more on protecting against this kind of loss.

Asset classes

When putting together a portfolio, there are a number of asset classes, or types of investments, that can be combined in different ways. The starting point is cash – and the aim of employing the other asset classes is to achieve a better return than could be achieved by leaving all of the investment on deposit.

Cash

The most common types of cash investments are bank and building society savings accounts and money market funds (investment vehicles which invest in securities such as short-term bonds to enable institutions and larger personal investors to invest cash for the short term).

Money held in the bank is arguably more secure than any of the other asset classes, but it is also likely to provide the poorest return over the long term. But it's important to be able to pay unexpected expenses, or to deal with an unexpected loss of income, without tapping into your core portfolio.

There's no sure way to protect your money from the effects of inflation. The only rule is that cash savings accounts are generally the worst places to put your money long term – the interest is almost always lower than inflation, so you're constantly losing money.

Bonds

Bonds are effectively IOUs issued by governments or companies. In return for your initial investment, the issuer pays a pre-agreed regular return (the 'coupon') for a fixed term, at the end of which it agrees to return your initial investment.

Depending on the financial strength of the issuer, bonds can be very low or relatively high risk, and the level of interest paid varies accordingly, with higher-risk issuers needing to offer more attractive coupons to attract investment.

As long as the issuer is still solvent at the time the bond matures, investors get back the initial value of the bond.

However, during the life of the bond, its price will fluctuate to take account of a number of factors, including:

- **Interest rates** – as cash is an alternative lower-risk investment, the value of government bonds is particularly affected by changes in interest rates. Rising base rates will tend to lead to lower government bond prices, and vice versa
- **Inflation expectations** – the coupons paid by the majority of bonds do not change over time. Therefore, high inflation reduces the real value of future coupon payments, making bonds less attractive and driving their prices lower
- **Credit quality** – the ability of the issuer to pay regular coupons and redeem the bonds at maturity is a key consideration for bond investors. Higher-risk bonds such as corporate bonds are susceptible to changes in the perceived credit worthiness of the issuer

Equities

Equities, or shares in companies, are regarded as riskier investments than bonds, but they also tend to produce superior returns over the long term. They are riskier because, in the event of a company getting into financial difficulty, bond holders rank ahead of equity holders when the remaining cash is distributed.

However, their superior long-term returns come from the fact that, unlike a bond which matures at the same price at which it was issued, share prices can rise dramatically as a company grows.

Returns from equities are made up of changes in the share price and, in some cases, dividends paid by the company to its investors.

Share prices fluctuate constantly as a result of factors such as:

- Company profits – by buying shares, you are effectively investing in the future profitability of a company, so the operating outlook for the business is of paramount importance. Higher profits are likely to lead to a higher share price and/or increased dividends, whereas sustained losses could place the dividend or even the long-term viability of the business in jeopardy
- **Economic background** – companies perform best in an environment of healthy economic growth, modest inflation and low interest rates. A poor outlook for growth could suggest waning demand for the company's products or services. High inflation could impact companies in the form of increased input prices, although in some cases companies may be able to pass this on to consumers. Rising interest rates could put strain on companies that have borrowed heavily to grow the business
- **Investor sentiment** – as higher-risk assets, equities are susceptible to changes in investor sentiment. Deterioration in risk appetite normally sees share prices fall, while a turn to positive sentiment can see equity markets rise sharply

Property

In investment terms, property normally means commercial real estate – offices, warehouses, retail units and the like. Unlike the assets we have mentioned so far, properties are unique – only one fund can own a particular office building or shop.

The performance of these assets can sometimes be dominated by changes in capital values. These unusually dramatic moves in capital value illustrate another of property's key characteristics, namely its relative illiquidity compared to equities or bonds. Buying equities or bonds is normally a relatively quick and inexpensive process, but property investing involves considerable valuation and legal involvement.

The more normal state of affairs is for rental income to be the main driver of commercial property returns. Owners of property can enhance the income potential and capital value of their assets by undertaking refurbishment work or other improvements.

Indeed, without such work, property can quickly become uncompetitive and run down. When managed properly, the relatively stable nature of property's income return is key to its appeal for investors.

Diversification

If we could see into the future, there would be no need to diversify our investments. We could merely choose a date when we needed our money back, then select the investment that would provide the highest return to that date. It might be a company share, or a bond, or gold, or any other kind of asset. The problem is that we do not have the gift of foresight.

Diversification helps to address this uncertainty by combining a number of different investments. In order to maximise the performance potential of a diversified portfolio, managers actively change the mix of assets they hold to reflect the prevailing market conditions. These changes can be made at a number of levels, including the overall asset mix, the target markets within each asset class and the risk profile of underlying funds within markets.

As a rule, an environment of positive or recovering economic growth and healthy risk appetite would be likely to prompt an increased weighting in equities and a lower exposure to bonds. Within these baskets of assets, the manager might also move into more aggressive portfolios when markets are doing well and more cautious ones when conditions are more difficult. Geographical factors such as local economic growth, interest rates and the political background will also affect the weighting between markets within equities and bonds.

In the underlying portfolios, managers will normally adopt a more defensive positioning when risk appetite is low. For example, in equities they might have higher weightings in large companies operating in parts of the market that are less reliant on robust economic growth. Conversely, when risk appetite is abundant, underlying portfolios will tend to raise their exposure to more economically sensitive parts of the market and to smaller companies. ■

AVOID THE PITFALLS OF MARKET TIMING

Don't become distracted by short-term volatility

Trying to navigate the ups and downs of market returns, investors seem to naturally want to jump in at the lows and cash out at the highs. But no one can predict when those will occur. Fortunately, there are a number of time-tested strategies that may help you deal with market volatility. Two of the most prevalent are: invest for the long term, and maintain realistic performance expectations when it comes to returns.

By coupling these strategies with maintaining proper portfolio diversification and avoiding the pitfalls of market timing, you'll have the foundation needed to help manage your overall exposure to market volatility.

Historically, the stock market has been up more than down. Often after a lengthy bull market, some investors may lose sight of the fact that their investments could generate negative returns. In order to keep market volatility in perspective, it's important to maintain realistic expectations about your investments, especially if returns move closer to their historical average.

It's vital to focus on your long-term goals and not become distracted by short-term volatility. While losing money in the financial markets is never easy to accept, remember the old adage: time is on your side.

Typically, the longer an investment portfolio is held, the more likely overall positive results are realised. The lesson here is to prepare for the long haul and try not to overreact to periods of uncertainty. ■

IT'S VITAL TO FOCUS ON YOUR LONG-TERM GOALS AND NOT BECOME DISTRACTED BY SHORT-TERM VOLATILITY. WHILE LOSING MONEY IN THE FINANCIAL MARKETS IS NEVER EASY TO ACCEPT, REMEMBER THE OLD ADAGE: TIME IS ON YOUR SIDE.

WIDE RANGE OF INVESTMENT OPPORTUNITIES

Mitigating some of the risk that individual investors take on

There are many reasons to invest through a fund, rather than buying assets on your own. At a basic level, investing in a fund means having a fund manager make investment decisions on behalf of the investor. There are many types of investment, each one having its own stated goals and objectives.

An investment fund pools capital from many investors. Each investor has partial ownership and the fund invests according to the fund's objectives. Investment funds offer a wide range of investment opportunities. They can also benefit from diversification, lower transaction costs and management expertise. This can help mitigate some of the risk that individual investors take on.

You receive reports on the fund's performance but have no influence on the investment choices short of removing your money from the fund and placing it elsewhere. Spreading risk is one of the main reasons for investing through a fund. Even if you have a small amount to invest, you can have a lot of different types of assets you're investing in – you're 'diversified'.

You can spread risk across asset classes (such as bonds, cash, property and shares), countries and stock market sectors (such as financials, industrials or retailers). Reduced dealing costs by pooling your money can help you make savings because you're sharing the costs.

There is also less work for you, as the fund manager handles the buying, selling and collecting of dividends and income for you. But of course, there are charges for this. They also make the decisions about when to buy and sell assets.

Active or passive fund management

Active management

Most pooled investment funds are actively managed. The fund manager is paid to research the market, so they can buy the assets that they think might give a good profit. Depending on the fund's objectives, the fund manager will aim to give you either better-than-average growth for your investment (beat the market) or to get steadier returns than would be achieved simply by tracking the markets.

Passive management – tracker funds

You might prefer to track the market – if the index goes up, so will your fund value – but it will also fall in line with the index. A 'market index tracker' follows the performance of all the shares in a particular market. In the UK, the most commonly used market index is the FTSE 100, a group of the 100 biggest companies based upon share value.

If a fund buys shares in all 100 companies, in the same proportions as their market value, its value will rise or fall in line with the change in the value of the FTSE 100. Funds that track an index are called 'tracker funds'.

IF A FUND BUYS SHARES IN ALL 100 COMPANIES, IN THE SAME PROPORTIONS AS THEIR MARKET VALUE, ITS VALUE WILL RISE OR FALL IN LINE WITH THE CHANGE IN THE VALUE OF THE FTSE 100.

Tracker funds don't need to be managed so actively. You still pay some fees, but not as much as with an actively managed fund. Because of the fees, your real returns aren't quite as good as the actual growth of the market – but they should be close.

Whether you're saving for retirement or just putting some money aside for the future, we can help you find the right fund. ■

POUND COST AVERAGING

Smoothing out the ups and downs of the market

Pound cost averaging is a technique that reduces exposure to falling markets from investing a lump sum. Investing at regular intervals can be a good idea to help smooth out the ups and downs of the market. Timing the exact moment to enter or leave the market can be extremely difficult and investors inherently run the risk of investing at the top of a market cycle, or exiting at the bottom.

Pound cost averaging versus lump sum investing is one of the most important concepts in investing. Buying at regular intervals means that the average price you pay can be lower than if you'd made one lump sum investment at the peak of the market. In other words, over time, regular investments can help smooth out the peaks and troughs.

Expecting markets to remain volatile

Pound cost averaging is the practice of investing a fixed amount at regular intervals, regardless of the ups and downs of the markets. But with lump sum investing you need to decide when you're going to invest.

Maybe, because the economy looks problematic right now with the coronavirus (COVID-19) pandemic outbreak and stock prices look like they could fall lower, you want to wait until things have settled down. Maybe you are expecting markets to remain volatile and you'd like to wait until this period is over.

Instilling a sense of investment discipline

The basic idea behind pound cost averaging is straightforward. One way to do this is with a lump sum that you'd prefer to invest gradually – for example, by taking £200,000 and investing £20,000 each month for 10 months.

Alternatively, you could pound cost average on an open-ended basis by investing, say, £2,000 every month. This principle means that you invest no matter what the market is doing. Pound cost averaging can also help investors limit losses, while also instilling a sense of investment discipline and ensuring that you're buying at ever-lower prices in down markets.

Give savings a valuable boost each month

Any costs involved in making the regular investments will reduce the benefits of pound cost averaging (depending on the size of the charge relative to the size of the investment, and the frequency of investing).

As the years go by, it is likely that you will be able to increase the amount you invest each month, which would give your savings a valuable boost. No matter how small the investment, committing to regular saving over the long term can build to a sizeable sum. ■

DIVERSE RANGE OF FUNDS

Choosing a broad spread of instruments in which to invest

Pooled investment funds are usually large funds built by aggregating relatively small investments from individuals. A professional fund manager (or a team of fund managers) determines which assets to invest in and then purchases accordingly. They are also known as 'collective investment schemes'.

By pooling resources with other investors, together you are able to achieve something greater than you could achieve on your own. There are a diverse range of funds that invest in different things, with different strategies – high income, capital growth, income and growth, and so on.

Popular types of pooled investment fund

Unit trusts and open-ended investment companies

Unit trusts and Open-Ended Investment Companies (OEICs) are professionally managed collective investment funds. Managers pool money from many investors and buy shares, bonds, property or cash assets, and other investments.

Underlying assets

You buy shares (in an OEIC) or units (in a unit trust). The fund manager combines your money together with money from other investors and uses it to invest in the fund's underlying assets. Every fund invests in a different mix of investments. Some only buy shares in British companies, while others invest in bonds, shares of foreign companies or other types of investments.

Buy or sell

You own a share of the overall unit trust or OEIC – if the value of the underlying assets in the fund rises, the value of your units or shares will rise. Similarly, if the value of the underlying assets of the fund falls, the value of your units or shares falls. The overall fund size will grow and shrink as investors buy or sell.

Some funds give you the choice between 'income units' or 'income shares' that make regular payouts of any dividends or interest the fund earns, or 'accumulation units' or 'accumulation shares' which are automatically reinvested in the fund.

Higher returns

The value of your investments can go down as well as up, and you might get back less than you invested. Some assets are riskier than others, but higher risk also gives you the potential to earn higher returns.

Before investing, make sure you understand what kind of assets the fund invests in and whether that's a good ft for your investment goals, financial situation and attitude to risk.

Spreading risk

Unit trusts and OEICs help you to spread your risk across lots of investments without having to spend a lot of money. Most unit trusts and OEICs allow you to sell your shares or units at any time – although some funds will only deal on a monthly, quarterly or twice-yearly basis. This might be the case if they invest in assets such as property, which can take a longer time to sell.

Investment length

However, bear in mind that the length of time you should invest for depends on your financial goals and what your fund invests in. If it invests in shares, bonds or property, you should plan to invest for five years or more.

Money market funds can be suitable for shorter time frames. If you own shares, you might get income in the form of dividends. Dividends are a portion of the profits made by the company that issued the shares you've invested in. ■

BY POOLING RESOURCES WITH OTHER INVESTORS, TOGETHER YOU ARE ABLE TO ACHIEVE SOMETHING GREATER THAN YOU COULD ACHIEVE ON YOUR OWN. THERE ARE A DIVERSE RANGE OF FUNDS THAT INVEST IN DIFFERENT THINGS, WITH DIFFERENT STRATEGIES – HIGH INCOME, CAPITAL GROWTH, INCOME AND GROWTH, AND SO ON.

TYPES OF INVESTMENTS

Helping achieve your financial goals

There are many different ways to access investment funds, for example, through products such as an Individual Savings Account (ISA) or your workplace pension.

Think of the various types of investments as tools that can help you achieve your financial goals. Each broad investment type, from bank products to stocks and bonds, has its own general set of features, risk factors and ways in which they can be used by investors.

It's important to remember that the price and value of investments and income derived from them can go down as well as up, and you may not get back the amount originally invested. You should obtain professional financial advice before making any investment decisions.

Direct investments	Overview
Shares	Shares offer you a way of owning a direct stake in a company – also known as 'equities'. Their value rises and falls in line with a number of factors which might include the company's performance or outlook, investor sentiment, and general market conditions.
Investment funds (indirect)	**Overview**
Unit trusts and Open-Ended Investment Companies (OEICs)	Funds managed by a professional investment manager. There are lots of different strategies and risk levels to choose from, and they can invest in one or more different asset classes.
Investment trusts	Investment trusts are companies quoted on the stock exchange whose business is managing an investment fund, investing in shares and/or other types of investment. You invest in the fund by buying and selling shares in the investment trust either directly or through the products listed in the next table. Once again, there are lots of different strategies and risk levels to choose from.
Insurance company funds	Investment funds run by life insurance companies. When you invest through an insurance or pension product, you often choose how your money is invested. The choice might be from the insurance company's own funds or investment funds, such as unit trusts, run by other managers.
Tracker funds	Some investment funds adopt a 'tracker' strategy. The value of the fund increases or decreases in line with a stock market index (a measure of how well the stock market is doing). Tracker funds often have lower charges than other types of fund.
REITs	These are a special type of investment trust that invests in property. Similar OEICs are called 'Property Authorised Investment Funds' (PAIFs).
Investment products (indirect)	**Overview**
Stocks & Shares ISAs	A tax-efficient way of investing in shares or investment funds, up to an annual limit. Many unit trusts and OEICs come pre-packaged as ISAs. Alternatively, you can choose for yourself which investments and funds to put in your ISA.
Workplace pension	A way of investing for the future, with a contribution from your employer and tax relief from the Government. Your money is invested in pooled funds.
Personal pension	A way of investing for the future, with tax relief from the Government. You can use it instead of or as well as a workplace pension. Your money is invested in pooled funds.
Investment bonds	A life insurance contract that is also an investment vehicle. You invest for a set term or until you die.
Endowment policies	A life insurance policy that is also an investment vehicle. It aims to give you a lump sum at the end of a fixed term. Often you choose which investment funds to have in your policy.
Whole-of-life policies	A way of investing a regular amount or a lump sum as life insurance. It pays out on death and is often used for estate planning. Often you choose which investment funds to have in your policy.

WILL I HAVE THE MONEY TO ENJOY THE MOMENTS THAT MATTER?

Life can be unpredictable – but by making the right saving and investment choices now, you can make sure you will be able to enjoy the moments that matter.

To discuss your goals and aims, or if you require further information, please contact us – we look forward to hearing from you.

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