



## *Covid-19: Patience is the Key to Successful Investing*

*"When we own portions of outstanding businesses with outstanding management, my favourite holding period is forever!" - Warren Buffet*



The patience required for investing is a vital part of financial discipline and shows how well you can check your emotional state, and manage money to achieve your goals. Being patient with investments means that once you have selected and invested in your portfolio, you should not be flustered by short-term volatility in the value of your investments, but stay committed for the long-term.

When you think of patience, we want you to think about these investment guidelines to help you navigate through the market changes:

**P** - Remain **persistent** and **positive** about your long term goals.

**A** - **Avoid** emotional investing, which may lead you to make mistakes.

**T** - Investment **temperament** is a key tool needed to master investor discipline.

**L** - Be **intentional** about the decisions you make, remember your goals and stay invested!

**E** - Stay **educated** about investing, so that you can become more knowledgeable.

**N** - Filter out any **"noise"** and chatter that might deter you from your goal, leading to emotional investing.

**C** - Always be **consistent** with your portfolio contributions. Remember, Dollar Cost Averaging!

**E** - **Experience** teaches wisdom.

The best way to measure your investment success is not by whether you are beating the market, but by whether you have the necessary behavioural discipline and financial plan in place, in order to get where you want to go. Like investing, patience may not come naturally, but there is always room for improvement.

We continue to take advantage of the opportunities that arise during this unprecedented time. With time in the market, and adhering to a well thought out plan of how to deliver optimal results during this time of uncertainty, we ask that you continue to trust us to **Take You Higher!**