**Q3** 2020

WEALTHYMINDS

INSIGHTS FOR YOUR FINANCIAL WELL-BEING

# FOLLOW THE BOUNCING BALL: A GUIDE TO INVESTING FOR ALL AGES

FOR CURRENT AND PROSPECTIVE CLIENTS

# HAS THE PANDEMIC CHANGED THE INVESTING BLUEPRINT?

**The investment guide that follows is for investors at different stages of their lives. But with the COVID pandemic upon us, our clients are asking: Are things different now? When it comes to investing, our answer is "no...sort of." The virus, ugly as it is, hasn't changed the tenets that have always guided prudent investors. Still, the pandemic has raised certain issues that apply to investors regardless of whether they're just starting out, in their retirement years, or in-between:**

1. **ABOVE-AVERAGE MARKET VOLATILITY IS LIKELY TO BE WITH US FOR A WHILE.**
   Between the last peak of the S&P 500 on February 19, 2020, and the last trough, on March 23, the index plunged a frightening 34% (the shortest trip to a bear market in history), only to then surge 39% by June 30. That wasn't enough to recoup the loss, but enough to make investors wonder whether we're in a bull market again. Maybe so—but we'd urge caution: The March 23 trough may yet be tested.

2. **THE ECONOMY IS SIMILARLY UNCERTAIN.**
   Real GDP in the first quarter lost 5% on an annualized basis. That's bad, but not nearly as shattering as the 38% drop that the Congressional Budget Office projected in May for the second quarter. How come the stock market isn't still in the cellar? Because the CBO expected strong double-digit growth in the second half of the year.[1] We'd bet on a slower, more deliberately-paced, recovery. Regardless, this is a time not to put all your eggs in any one forecast basket.

3. **THIS IS A TIME TO STICK WITH YOUR INVESTMENT STRATEGY.**
   Chances are, if your investment plan was right for you before the pandemic, it still is. If you don't need to sell stocks to raise cash (which shouldn't happen if your strategy is suited to your needs), don't try to time the market: It almost never works. According to one study, an investor who missed just five of the best days of the S&P 500 in the 39 years between 1980 and 2018 would have reduced his or her return by a stunning 35 percentage points.[2]

4. **BUT IT'S ALSO A TIME TO BE CONSCIOUS OF SAFETY.**
   Make sure you have enough cash to get you through a long rainy day. If you're a Millennial, a nine-month emergency fund may be enough. If you're a retired Baby Boomer, you'll probably want a cushion of five years' expenses in cash.

5. **OPPORTUNITIES ALWAYS COME WITH THE TERRITORY IN DOWNTURNS.**
   Many industries were hard-hit by COVID, but not all. For example, the world will probably remain more digital even after the pandemic passes, creating potential investment opportunities in select tech and consumer companies focused on developing or providing remote services.

**SO THE MARKETS HAVE BECOME MORE CONFUSING—MAKING PROFESSIONAL ADVICE EVEN MORE HELPFUL FOR INVESTORS.**

**WITH ALL OF THIS IN MIND, WE OFFER FOR YOUR CONSIDERATION THE FOLLOWING INVESTMENT BLUEPRINT.**

1. https://www.cbo.gov/system/files/2020-05/56351-CBO-interim-projections.pdf

2. https://globalnews.ca/news/6882487/change-investment-strategy-covid-19/

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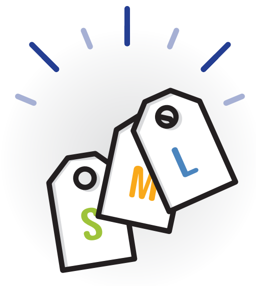


## ONE SIZE DOESN'T FIT ALL

While we're mindful that **every reader of this paper will need to adapt its commentary and recommendations to his or her specific circumstances, goals, and risk tolerance**, we offer this blueprint for prudent investment by age group.

**DO YOU LOVE THAT BOUNCING BALL on TV, movie, and karaoke screens that helps you sing old favorites and rock tunes by hovering over each syllable of the lyrics for exactly the number of seconds the music demands? We wondered, is there a similar guide that investors might use, at all the moments of their lives, to help them land on the right investments at the right times (and avoid the wrong ones)?**

Yes, trustworthy investment principles do exist, both for investors at various ages (we all know that investing when you're 25 is different from investing when you're 75) and for investors regardless of their ages. For example, while investors just starting out will usually have different viewpoints from those in retirement about how much they should allocate to stocks versus bonds in their portfolios, the advantages and drawbacks of those two cornerstone assets are evergreen.

At the same time, no investment guide can capture each investor's unique situation—or the vagaries of the capital markets. And so we're mindful that every reader of this paper will need to adapt its commentary and recommendations to his or her specific circumstances, goals, and risk tolerance.

## For Millennials: Starting Out on the Right Foot

Broadly speaking, Millennials are now in their 20s and 30s. Many in this generation, especially its younger members, are new to investing. Theoretically, this is the time to concentrate on stocks, perhaps even exclusively, once high-interest debt is cleared and an emergency fund in cash or cash equivalents like money-market instruments has been established—enough to cover at least nine months of living expenses, as we said in our introduction about the COVID pandemic. If you're a Millennial, this may also be a time for buying life and health insurance, setting up a college fund for children, or amassing a down payment on a house.

With your savings that remain, you might dedicate between 70% and 100% of a portfolio to stocks. And it's a good idea to get in the habit of diversifying early—including stocks from various industries and countries, as well as companies whose earnings are growing quickly (so-called Growth stocks) and companies selling at bargain prices relative to their long-term earnings potential (Value stocks).

You can get this broad exposure in (a) mutual funds or exchange-traded funds that track global stock indexes or (b) funds or separately managed accounts designed to do better than the markets through superior stock selection. You'll pay more in fees for the latter, but if the investment manager meets its goal, you can more than recoup the extra expense. Regardless, never fall in love with a specific stock; it may betray you.

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### RISK VS. REWARD

**As a young investor,** you probably have the time to absorb the risk of stocks.

Past performance does not guarantee future results.

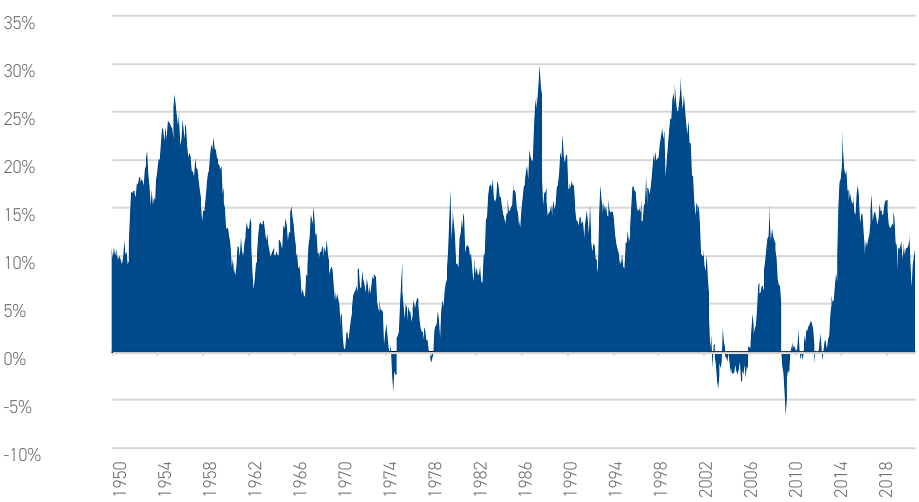
Source: Gerstein Fisher Research 1/1/1950 – 9/30/2019

The S&P 500 index represents U.S. large-capitalization stocks

### Why Stocks?

The quick answer to the question above is that stocks have been among the fastest-growing investment assets long-term, even considering the pandemic, albeit with high volatility along the way: The stock markets have always advanced higher after downdrafts. For example, even in periods as relatively short as five years, the major U.S. large-cap-stock index posted gains more than 90% of the time *(Exhibit 1)*.

EXHIBIT 1:
**STOCK GAINS:**
THE S&P 500 HAS DELIVERED POSITIVE RETURNS IN 93% OF THE FIVE-YEAR PERIODS SINCE 1950




As a young investor, you probably have the time to absorb the risk of stocks, other more-volatile investments such as real-investment trusts (REITs), and perhaps even some alternatives like commodities if you're feeling adventuresome.

But we said above that Millennials should *theoretically* concentrate in stocks—because younger investors may choose not to go that route. In some cases, they've made a reasoned decision to mitigate stock risk with a substantial allocation to high-quality bonds: income-producing investments whose returns have been far more stable than stocks' and often positive when stocks lost money. However, the price for greater stability is usually much slower growth. So, in general, we'd advise younger investors to not rely overly on bonds; this is especially true as we write this paper, with interest rates at rock-bottom levels.

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### IS CASH KING?

Cash can be a wonderful thing: You should always have enough of it around for protection. **But never losing money isn't the same thing as long-term safety.**

### The Cash Trap

However, for some younger investors, the fear of losing money, coupled with a lack of experience in the capital markets, leads them to hide in cash or cash equivalents. Cash can be a wonderful thing: By definition, it will never lose money—which looks and *is* good in periods like the early months of 2020. But never losing money isn't the same thing as long-term safety. True safety is *having the money you need when you need it*—which will be highly unlikely if your portfolio is largely in low-/no-return cash.

Indeed, if cash is all you have in your nest egg, you probably won't have much more saved 10 or 20 years down the road than you have now. But by then the cost of the goods and services you want will almost surely be higher. Even if inflation grows at only 2.5% per year going forward, for every $100 you spent at the end of 2019 you'll need $164 by the end of 2039: A cash portfolio probably won't be enough to pay the bill. Put another way, you'll pay a large "opportunity cost" by forgoing the long-term rewards that higher-risk assets are likely to provide.

### Reducing Risk with Dollar-Cost Averaging

Mind you, we're not pushing young investors into stocks; each investor needs to build a portfolio that he or she is comfortable with. But some investors are unduly cautious about entering the markets; they're sitting on the sidelines waiting for the "right" moment—which may never come. For those investors, an approach called *"dollar-cost averaging"* could be appropriate. The approach is simple: Instead of committing a lump sum of money all at once, divide it into smaller equal amounts that you invest at regular intervals. For example, rather than investing $12,000 in stocks in one fell swoop, put $1,000 into the market(s) on the first trading day of every month over the following year. It's exactly what you're *already* doing if you've flagged a set amount of money from each of your paychecks for a 401(k) plan.

With dollar-cost averaging, your $1,000 will buy more shares when prices are lower, and fewer shares when prices are higher: In other words, you'll be buying at low prices and cutting back when prices are inflated—exactly what you're supposed to do. And because you won't be fully in the market until the end of the year, you'll be less exposed if the market sells off in the meantime. But the other side of the coin is that stock markets have moved up much more often than down, so having less of your capital invested will probably diminish the return you would have seen if you had invested in a lump sum. One Vanguard study indicated that the all-at-once strategy beat dollar-cost averaging 68% of the time over 12-month periods, by an average margin of 2.4 percentage points (which is a lot).[3] But if averaging-in gives you peace of mind, that's the most important benefit any investment strategy can offer—particularly in the COVID markets.

3. https://www.fool.com/investing/dollar-cost-averaging-what-investors-need-to-know.aspx

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**TIME IS ON YOUR SIDE — DON'T WASTE IT.**

**The earlier you start saving, the better–** and even a few years can make a significant difference.

### Start Feathering the Retirement Nest

When you're 25 or 35, age 65 or 70 can seem light-years away. It's not. Life has a way of sneaking up on you. Saving for retirement isn't the only investment goal, but it's surely one of the most critical.

**What's our advice?**

- Save as much as you can, with the goal of maxing out annual contributions to your tax-deferred IRA and your 401(k) or similar plan, if you have one. Most important, if you have a 401(k) or other plan with an employer match, try to contribute at least up to the point of the match—and don't stop because of the extra market volatility that COVID has introduced. Otherwise, you're throwing away free money that will grow unburdened by taxes for years!

- The earlier you start saving, the better—and even a few years can make a significant difference. Say a portfolio of stocks and bonds generated an annualized return of 6%. An investor who started out with $50,000 when she was 30 and never added or withdrew money afterward would wind up with about $384,000 at her retirement 35 years later. If she had begun investing just five years earlier, she'd have $130,000 *more*, thanks to the magic of compounding *(Exhibit 2)*. And don't worry if you can't make your savings goal at the beginning: If you want to save 15% of your take-home pay but you find that it's too steep a hurdle, start with 5% and see if you can increase it by one percentage point a year going forward.

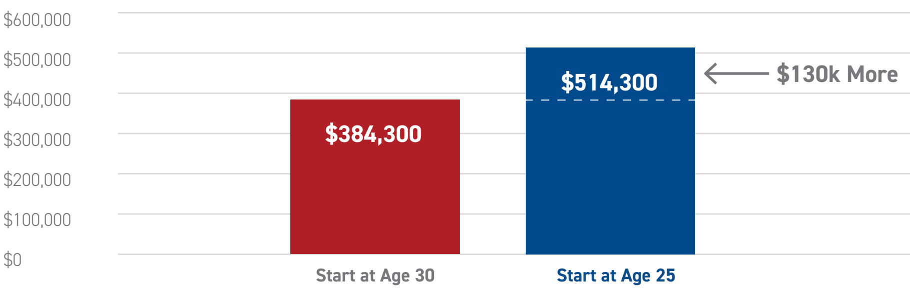
You may want to invest in a target-date retirement fund, which automatically and gradually "glides down" from an allocation emphasizing higher risk/return investments like stocks and REITs to more stable, bond-heavy mixes as you age.

EXHIBIT 2:

**THE POWER OF COMPOUNDING:**

A FEW MORE YEARS OF INVESTING CAN ADD A SURPRISING AMOUNT OF WEALTH

**$50,000 Investment Portfolio Compounding at 6%/Yr.: Value at Age 65***




*This hypothetical example does not represent the returns of any particular investment and includes the reinvestment of dividends. Fees and expenses that apply to continued investments are excluded. Past performance does not guarantee future results.

Source: Gerstein Fisher Research., data from 9/30/89 through 9/30/2019.

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### THE JUGGLE IS REAL

**While GenX generally have the most money to invest** it's also a time to pay careful attention to multiple goals.

## For Gen Xers: Celebrating the Peak Earning Years

Investors in their 40s and 50s are often at the top of their earnings cycle. At the same time, their responsibilities to family and other loved ones are typically also at a peak. And so while they generally have the most money to invest, it's also a time to pay careful attention to multiple goals.

### A Gradual Retreat from Risk

Growth remains a premier goal in these vital years; for most investors, a stock-tilted portfolio continues to be best: You'll want to see your balance grow relatively quickly. And you probably still have a decades-long investment horizon—more than enough time to recover from the inevitable corrections and bear markets that will drive stocks down (as we saw in early 2020).

One of the best ways to help assure growth is to continue making the maximum allowable contributions to your IRA and 401(k) or similar account if you have one. That money will grow tax-deferred until you start withdrawals, which will be taxed as regular income unless you've chosen to set up Roth accounts. In a Roth, you pay tax on your contributions, not on withdrawals. But if you're only now starting to fund retirement accounts, Roths may not be for you, since your tax rate in these peak earning years is likely to be higher than your future rate at retirement. The conventional wisdom now favors sheltering bonds in a tax-deferred account because their interest payments are taxed at regular-income rates, versus lower-taxed dividends from stocks and capital gains. But this is a nuanced issue, and depends on your portfolio and tax profile; we recommend discussing your situation with a financial advisor.

As to your overall stock/bond allocation considering both your taxable and retirement accounts, there's no single answer, but something in the range of 60%/40% may be appropriate. Two reasons why:

First, as you slowly approach retirement, more stability (i.e., more bonds) in your portfolio will lower your chance of having to withdraw money when the portfolio is depressed in value. *Exception:* If you plan to retire early—perhaps at 55 or even 50—you'll need to stay with a larger allocation to stocks and other riskier assets. But be wary: Plan to spend at least 70% as much each year as when you were working, and *100%* may be a better assumption. So volatility can work against you.

Second, while retirement is probably a long way off, other expenses may now be more immediate: mortgage payments on your home and perhaps a vacation house as well, home improvements, your children's weddings, college expenses for your kids, and so forth. You'll need ready money to pay those bills, and stocks are not the right asset for assuring ready money. A reasonable allocation to short- and intermediate-maturity high-quality bonds, and perhaps some cash as well, is prudent.

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## WHAT MATTERS TO YOU?

Once you have properly planned for your family's future it might make sense to **consider gifting and estate-planning strategies to maximize your legacy.**

## Thinking About Your Legacy

If you're fortunate enough to have accumulated extra capital by this stage in your life, you may want to think about gifting strategies. There are many such strategies, depending on the level of your assets and your gifting wishes. Just make sure that you're keeping Numero Uno always in mind—that's you and your dependents—by planning for poor markets while, of course, hoping for better. But if you're in comfortable circumstances, gifting now to family, charity, and other recipients can make sense. At the least, this is the right time to do some serious legacy planning.

A detailed discussion of gifting and estate-planning is beyond the scope of this paper. But we'd make the following points:

- Especially if reducing your taxable estate is a goal, don't forget the basic gifting strategies. In 2020, you can give up to $15,000 a year—$30,000 for a married couple—to each of as many beneficiaries as you like, free of gift taxes. And you can also use any of your lifetime gift-/estate-tax exemption ($11.58 million per person in 2020) for gifting. Note, too, that all gifts for tuition or medical expenses made directly to the institutions are not subject to gift tax. .

- Think about which of your assets to gift. For instance, if you have a large position in a highly appreciated stock, you can donate the stock directly to charity, receive a charitable deduction on your income taxes, and avoid the capital-gains tax. Or you can use the appreciated stock to fund a charitable trust, such as a charitable remainder trust (CRT) or charitable lead trust (CLT). With a CRT or a CLT, you'll also provide for a non-charitable beneficiary, with either a regular income stream or a lump-sum payment. And if you gift, whether directly or via a trust, you may be able to remove the assets from your taxable estate.

- Similarly, if you wish to give to family members, you can give either directly or through trusts, and either during your lifetime or as a testamentary bequest. Certain assets other than capital-markets securities may be useful here, such as interests in a closely-held business.

- Twenty-twenty is a year in which cash donations to charity are favored because of The Coronavirus Aid, Relief, and Economic Security (CARES) Act. If you use the standard deduction, you can now take up to $300 in cash donations ($600 for married couples) off the top of your gross income. For those who itemize, the limit on deductible cash contributions—but only cash—for the 2020 tax year has been raised to 100% of adjusted gross income.

- A couple of general points: *Never invest solely for tax reasons*. Reducing taxes can be an important objective, but your primary goal should be promoting growth, income, and security. And clearly, legacy planning is a complicated issue: Don't attempt it without professional advice.

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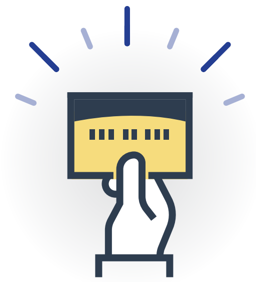

**CONSIDER ALL OPTIONS**

**Make yourself knowledgeable about Social Security,** whether or not it's a major part of your retirement income. You want to take best advantage of the benefits that are available.

## For Boomers: Preparing for Decades of a Fruitful Retirement

Most investors in their 60s and 70s are on the way to retirement, or already there. While it's *never* too late to begin investing, we're assuming that most Baby Boomers are seasoned investors. But the investing dynamics have changed for them, since most will be starting to withdraw from their portfolios rather than add to them. In the case of traditional IRAs and 401(k)s, account owners need to take "Required Minimum Distributions (RMDs) each year, starting at 72 for investors born on or after July 1, 1949. RMDs are based on the assets in the accounts, and the distributions are taxed at ordinary-income rates. Investors in Roth plans pay their taxes when they contribute instead, and there are other RMD exceptions.

In addition, you can donate up to $100,000 annually from an IRA (not a 401(k) plan) directly to a qualified charity with no tax on the distribution. Of course, the tax laws can change at any time: Watch this space.

**No RMDs in 2020:** A provision of the CARES stimulus law allows IRA and most 401(k)-type investors to skip taking Required Minimum Distributions in the 2020 tax year.

### Finding the Right Spending Rate

While you can't change your RMDs, you can always take more out of the account. And of course, in accounts not governed by RMD rules, you can withdraw as much or as little as you wish.

There's been much discussion about appropriate spending rates. You'll have to determine the rate that satisfies your needs and also allows enough money to remain in your overall portfolio. One classic formula is to start withdrawals at 4% of your assets, and then grow that amount each year by your estimate of the inflation rate. For example, if you have $1 million saved up, you'd take out $40,000 the first year. If you estimated 2% inflation for the following year, the withdrawal that year would be 2% higher than $40,000, or $40,800. These days, however, with many investment professionals, including us, expecting lower returns from both stocks and bonds than in the past few decades, some are suggesting a 3% base rate rather than 4%. Be prudent: As we said in the section geared to Gen Xers, you should figure on spending between 70% and yes, 100%, annually of what you spent when you were working.

### Don't Give Up on Stocks

Since retirement these days can last 30 years, or even more, maintaining some growth in your portfolio is key. Too many retirees automatically "glide down" to all-bonds or all-cash because they fear a bear stock market robbing them of their savings. And they're not wrong to be cautious about overly aggressive portfolios in or close to retirement. So what's the best asset mix?

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## HOW MUCH CAN I SPEND?

There's been much discussion about appropriate spending rates. **You'll have to determine the rate that satisfies your needs and also allows enough money to remain in your overall portfolio.**

Not surprisingly, there's no one answer that works for everyone. It depends on how much you've saved, what your goals are going forward, and how risk-averse you are. While few retirees should be 80% or more in stocks, a suitable range might be between 20% and 50%—maybe 60% for those in their mid-60s.[4] But if you're sure you have enough saved to meet your needs—including a five-year emergency fund—you may be secure with a portfolio totally in bonds or a combination of bonds and cash equivalents.

### Be Careful About Reaching for Yield

For many retirees, income is the rub—especially in today's markets. As of this writing, the yield on 10-year Treasury bonds was at less than 1%. Understandably, this is scary for many retirees, who in previous generations would happily rely on their bond coupons. Of course, many also had defined-benefit pension plans, which usually assured them of a monthly payment for life. Today, d-b plans are few and far between, especially in the private sector.

So it's natural for retirees to search for higher yield, and there are many investments out there that offer it. Some are riskier than others, but our general advice is that there are opportunities to be had in the high-yield space, as long as you choose carefully (see *"Looking for Yield in All the Wrong Places?,"* page 11).

### Social Security Isn't Simple!

Most retirees rely to some extent on Social Security for income—many to a very large extent. In fact, the Social Security Administration estimates that for almost half of American single seniors, the monthly SSA check represents 90% or more of their income.[5] That's a big problem.

Be it as it may, many retirees underestimate the complexity of Social Security. For instance, should you start taking benefits at age 62, the earliest you can. Or begin at your "Full Retirement Age," which is determined by Social Security and for most people today falls between 66 and 67? Or wait until age 70, when benefits max out? Waiting the extra eight years means a check about 75% higher, but since it starts later, it takes more than a decade for the cumulative benefits from the larger check to catch up with the cumulative payout from the smaller check. Do you want to wait that long? Remember, too, that there are rules about benefits if you're also working before your Full Retirement Age, rules about taxation (up to 85% of your benefits may be taxed), and complicated rules about spousal benefits.

Make yourself knowledgeable about Social Security, whether or not it's a major part of your retirement income. You want to take best advantage of the benefits that are available. (And don't worry; Social Security isn't going broke.)

4. On the other hand, if you begin spending as soon as you retire, some financial planners suggest owning a more bond-heavy portfolio in those early retirement years to help protect the portfolio's early compounding rate, and then moving to more stocks later to bolster growth potential.

5. https://www.investopedia.com/articles/retirement/011317/how-have-comfortable-retirement-social-security-alone.asp

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### Are Your Gifting Strategies Working Out?

We talked about gifting to charity and family for Gen Xers (see page 8). The retirement years may present the opportunity to expand gifting; change strategies and/or beneficiaries (if allowed; some strategies are virtually irrevocable); and evaluate whether the strategies still suit the grantor's wishes. This is also the time to carefully consider taxes on income, capital gains, gifts, and estates. You may find that you're in the fortunate situation of giving away more than you had thought you would. But don't make major gifting changes before consulting with a trust-and-estates expert.

## LOOKING FOR YIELD IN ALL THE WRONG PLACES?

We're living through tough times for investors who are dependent on the income from their portfolios: The yields on high-quality bonds are in the basement as we write this, and although stock yields aren't terribly depressed, the U.S. large-cap indexes don't usually yield more than 2-3%.

### STRATEGY

#### DON'T CHASE YIELD!

**It's a mistake to blindly reach for yield—but higher yields come in many flavors.** For example, while the S&P 500 may be yielding 2%, high-dividend-paying companies in the utilities and telecom sectors may offer 4%, 5%, or more. These companies typically have stable income streams and good market positions, but unexciting growth, and so they return some of their cash hoards to investors in the form of attractive dividends. Still, we're not talking about sumptuous dividend yields: If you hear about a stock with a 10% or 12% yield, be very cautious. Although a yield at that level can be the result of a market mispricing that will resolve in your favor (which means a *lower* yield in the future), it can also be a red flag signaling big trouble in the company.

#### GO WITH "JUNK" BONDS?

**That's what bonds carrying credit ratings lower than investment grade (below BBB- on the Standard & Poor's scale) are called in the vernacular.** They yield more than Treasuries: sometimes a great deal more, sometimes only a few points more. Regardless, high-yield bonds are always riskier than their investment-grade counterparts. On average, their annual default rate has been about 5%,* which is notable in the bond world. However, there's a difference between a BB+ rating, the highest for non-investment grade bonds, and a C, which is a smidgen above default. As a group, high-yield bonds have performed well—though not so much in tough times. High-yield tumbled in first-quarter 2020 under coronavirus pressures, then partially recovered with strong second-quarter results. The path forward is uncertain.

Our advice? High-yield bonds could be a useful component in your portfolio if chosen by a professional, but they should never substitute for high-quality bonds. Still, we favor respectable high-yield over very-long-maturity bonds, which usually offer considerably higher yields than shorter bonds, but at the price of deterioration in value if interest rates go up. (They'll shine if rates fall, but we don't think bonds are the place in your portfolio for such systemic risk.)

There are many other high-yield plays available, each with its pros and cons. Some may be appropriate for you, though the structure and taxation of the investments may be complicated. A financial expert can help make sure you understand them—and always look before you leap.

* https://www.thebalance.com/the-basics-of-investing-in-high-yield-bonds-417068

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## Investing That Crosses The Generations

In this paper, we've separated out strategies that are appropriate for investors of different age groups. But many general principles of investing apply to everyone.

We highlight only a half-dozen here:

### ASSET ALLOCATION

**How the various asset classes are apportioned in your portfolio**—is far more important to long-term return than any specific security.

### LONG-TERM OUTLOOK

**Meeting your goals is what counts,** not short-term performance relative to any benchmark—and your goals are yours alone.

### GIVE AND TAKE

**Trade-offs—giving up some benefits to obtain others**—are at the heart of investing. There are no free lunches (other than employer matches of contributions to pension plans).

### STAYING THE COURSE

**The markets move unpredictably short-term.** Don't try to time them, as we said up-front in this paper; the markets will fool you. But since assets with higher return potential, like stocks, are famously volatile short-term, make sure that you can tolerate the risk in your portfolio. Most investors will also want a cushion of quality bonds and cash.

### REMAINING LOGICAL

**Emotions are often the undoing of smart investment strategies.** As Warren Buffett said more than 30 years ago, "...[B]e fearful when others are greedy and... be greedy...when others are fearful.*" In other words, check your emotions and go against the crowd. *(Warning: It's hard to do.)*

### CHECK-UP

**Change is part of everything in life.** Expect your investment needs to evolve over time, as well as approaches to the capital markets. Monitor your strategy continuously with that in mind.

## Investing shouldn't be a do-it-yourself project.

**Whatever your age, we'll follow the bouncing investment ball with you at People's United Advisors and help you build a portfolio tailored to meeting your unique objectives.**

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* https://www.fool.com/investing/2020/03/08/warren-buffetts-advice-on-how-investors-should-res.aspx

## People's United Advisors can help provide the advice you're seeking.

Please contact us at 1.800.772.8778 or visit peoples.com