



FAMILY WEALTH PLANNERS
PERSONAL TAX ADVISORS
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A Good Investment Philosophy to Follow

- ◆ *There are two main rules for investing* – to first preserve capital and second to get a reasonable rate of return over the long haul.
- ◆ *Don't speculate!* Make every investment an informed one either by your own research or by someone you respect.
- ◆ *Diversify* risk using a variety of investments both foreign and domestic and match your overall portfolios (RRSP and investments) with your tolerance for risk.
- ◆ Consider the advantages of *professional portfolio management*.
- ◆ Buy quality investments that are *well priced* and sell when you believe they are close to being fully priced. Don't hesitate to sell your losers if they are no longer performing or their fundamentals have changed.
- ◆ *Invest for the long term* and make a minimum of changes.
- ◆ Base your investment decisions on the *underlying quality* of each investment and its relationship to other investments - not on timing or trends.
- ◆ Consider *tax advantages* in making investment decisions but don't let taxes keep you from selling an investment when it is time.
- ◆ *Use leverage sparingly* or not at all.
- ◆ Know your investment performance on an annual basis
- ◆ Meet with your advisor at least once a year to discuss the big picture – how are we doing, where did we go wrong, what needs to be changed, what's our return and how does it compare with the market.

• *Diversify* • *Buy Value* • *Hold For the Long Term* • *Consider Taxes*