



Anita Gatehouse
Our Lifestyle's Financial Expert

The best investors are dead investors!

Yes, you read that correctly. A study from Fidelity analysed the performance of accounts to determine which type of investors received the best returns.

Over a ten-year period, the clients that did the best were the ones who were dead and the second-best group were clients who had forgotten they had investments! Why is this the case?

Often investors are their own worst enemies. I believe there are many reasons for this, one being a lack of patience. Successful investing for most people is a marathon not a sprint, time in the market, not timing the market is the key.

Another reason dead people beat everyone else is that there is no temptation to panic if prices go down, no one is thinking that poor economic conditions are a permanent destruction of wealth. The dead are not watching the news or reading the newspapers which do have a tendency to be focused on

doom and gloom. I often suggest to my clients not to watch the news doggedly and to sometimes give themselves a break from it.

My clients have learnt that the keys to successful investing are diversification, i.e. not all eggs in one basket, be a long-term steady investor and once we have a good tax efficient strategy in place, leave it to do its thing.

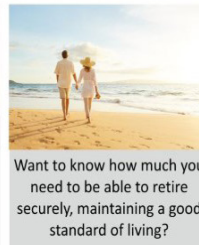
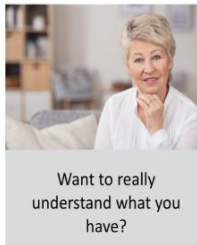
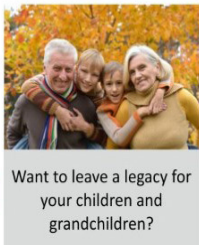
Keep calm and don't panic Mr Mainwaring!

The information in this article does not constitute investment advice; you must not rely on the content when making investment decisions without taking advice. Past performance is not a reliable indicator of future results. The value investments and the income from them, may fall or rise and investors may get back less than they invested.

If you have investments of over £150,000 and would like to discuss your investment options why not give Jo a ring on 01562 745730 to arrange a no obligation 30 minute free meeting.



Our clients have rated us as one of the top advisors in the country



9 Church Street, Kidderminster, Worcestershire, DY10 2AD T:01562 745730 www.cre8wm.co.uk

cre8 wealth management (trading name of Ineo (UK) Limited) is authorised and regulated by the Financial Conduct Authority, FCA number 597048.