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MARKET VOLATILITY TOOLKIT FOR ADVISERS

Asgard Wealth Solutions has provided advisers with a Market Volatility Toolkit to help them address client questions and expectations.

The key messages are:

- Now is not the time to change investment strategy.
- Allowing a short term view to influence long term investment strategy could be a costly mistake.

The toolkit also contains a series of papers explaining sustainable investment strategies and themes:

- **On Balance:** outlining the key benefits of taking a balanced approach to investments by spreading money across asset classes, regions, sectors and investment managers.
- **Do Less, make more:** explaining the value sticking to long term strategies and refrain from reacting too quickly to volatility.
- **Smoother, safer returns:** outlining the benefits of regular investing and touches on strategies such as compound interest and dollar cost averaging.

The toolkit also provides a 2008 market outlook developed by Felix Stephen, Senior Investment Strategist from Advance Asset Management:

- Volatility will continue throughout 2008. However, it is important to remind ourselves that prevailing financial asset market prices are a reflection of what the broader market has already discounted on a forward-looking basis.
- Looking beyond prevailing market conditions and what appears to have already been priced into financial asset markets leads us to believe that the financial market landscape over 2008 would most likely have two distinct profiles. The first half of 2008 is likely to show economic weakness and lack of risk appetite while the second half is likely to show relatively strong upward economic momentum and a healthier appetite for risk.

Advance Asset Management like Asgard Wealth Solutions is part of the St George Group.

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