

## Finance

# Be patient – avoid cashing out investments when markets are bad

When financial markets become the least bit volatile, it's human nature to consider shifting your investment strategies.

But it's not always a wise idea. For one thing, a change in investment strategies when markets have temporarily declined, can often mean selling securities for a loss in an effort to move your money into a safer haven. This can be even more painful if the security you just sold rebounds in value two months after you removed it from your portfolio.

That's why I recommend investors take a longer-term view and adopt a strategy which is called "buy and hold."

Before making an investment decision, it's important to determine whether it has a good long-term future.

How do you spot an

investment that has a good future?

Part of the answer can be determined by looking at your own objectives before reviewing the potential of the investment.

Different investments appeal to different investors.

Some investors may feel that a GIC is perfect for them because it delivers steady returns.

The same investment will not appeal to those who are seeking medium or long-term growth. In fact, for growth-oriented investors, GICs may be less appealing because they do not provide the kind of potential returns that will enable them to build a large nest egg for retirement.

Depending on their personal objectives, these investors may favor stocks, a stock mutual fund or a bond fund.

A common mistake is to choose a security that pursues different objectives from your own. Another equally common problem is to mistake volatility for a bad investment.

Investments that offer greater upside potential are usually more volatile.

Bonds and bond funds, equities and equity funds are such investments.

Working with an independent

investment advisor, you can establish your own objectives and then take a long hard look at which investments make most sense to you.

But once you've been matched with the right investment, you must be patient and avoid the temptation of cashing out because of short-term fluctuations. Unfortunately, many investors sell when they should be buying or holding.

This article was submitted by Stephen Snoddon, investment representative with Edward Jones in Uxbridge

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### WHITCHURCH-STOUFFVILLE

## Whitchurch-Stouffville Mobility Transit Request for Proposals

The Board of Directors of Whitchurch-Stouffville Mobility Transit invite proposals for the provisions of a contracted accessible taxi service for residents eligible for Mobility Transit.

Proposals will be received by the Board of Directors, c/o Mrs. Michele Kennedy, Town Clerk, Town of Whitchurch-Stouffville, 19 Civic Avenue, Box 419, Stouffville, Ontario L4A 7Z6 until 3:00 p.m., April 17th, 1997.

Proposal forms are available at the Clerk's Department in the municipal offices.

Margaret Britton  
President-Whitchurch-Stouffville Mobility Transit

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