

EAT YOUR KALE

Do you know what's good for you?

Is investing your money into the market now a good step and idea?

IF you raised cash, (that is - got out of the market during the market meltdown), do you get back in now, after the run up?

It is very hard to time the market, you'd have to be right 87% of the time to make money on your decisions to be in the market or in cash. This is impossible.

Many people have a love affair with their cash. As a rule, cash is just a way to stabilize a properly allocated portfolio. Cash is also a place to park money for opportunities.

Markets are dynamic and have been since their inception. What we are now experiencing is more dynamic than some that have occurred in the past, if you are totally out of the market you may miss some of it's great moves. Russell Investments suggests that if an investor misses the best 40 days of the market, you will have 4 times less capital than if you stay fully invested ...big difference.

What can you do? Well, stay resilient and consider time horizon and gap analysis, these two should be upper most in your mind. If you don't know what Gap Analysis is please call

for a short description 215 836 4880 and leave call back number.

You can get back in to the market three ways:

1. Dollar cost average into it over a 12-month period equally each month on the 4th day of each month. That is, divide your parked cash by twelve and invest to your level of comfort in the 12 months depending on your age and risk capacity.
2. Invest it now all at once to you level of risk. We are all loss averse to some extent. Market dynamics suggests that many feel the market is rigged. Thus, we shy way from this option and stay frozen in limbo. Rationality is at a premium in this step and we forget that the market given out time horizon will right itself.
3. Set an entry point. For example, enter the market if there is another 25% correction and add more at a lower point if that occurs. Or a lower percentage target, say 10%, and add as the market drops.

The point is - there is no perfect time to invest. Just eat your kale and get healthy with the market and its actions. Eat more kale and you will get better and better...

George

