Secrets of successful investing

Everyone invests for different reasons - know your own goals and keep in mind these four practical investment tips.

1. Don't panic

Why? Changing investments in a panic can produce unnecessary risks and loss of long-term benefits.

You may be tempted to move your money out of the share market during times of volatility or weakness but remember that markets move in cycles, and that highs and lows are just part of the life of an investment.

2. Be patient

Why? Short-term market fluctuations are not a good measure of the long-term quality of an investment. Over the long-term, the everyday ups and downs of daily market movements becomes insignificant.

Your investment will depend on your personal goals and time frame, so discuss your options with your Count Adviser before making any decisions.

3. Diversify

Why? Reduce your dependence on just one area of the market to balance the ups and downs of the market more effectively.

By ***diversifying your portfolio***, that is, spreading your investments across a number of different asset types, you prevent the value of your portfolio from being dependent on the performance of a single asset type.

A fall in the value of one investment may be offset by gains in the value of another.

4. Regularly review your portfolio with your Count Adviser

Why? Reviews can help you stay on top of your goals and investment needs. Your Count Adviser can help you set up and manage your portfolio. They have access to updated research, and can help you understand what to expect over time.

Start now
Talk to your Count Adviser about how to get the most from your portfolio.

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