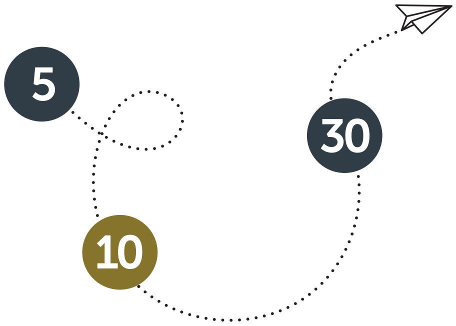
When is the best time to invest?

If you are looking to invest for your future with a five-, ten- or thirty-year time horizon, then now is as good a time as ever to invest.

Waiting for a pullback in stocks with a long-term time window is not going to make an enormous difference. If the market could predict a crash in stock prices, a crash would never actually occur. More importantly, missing out by sitting on the sidelines has proven to be a significant detriment to long-term returns.

Don't time the market

Some of the best investors in history had no interest in timing the market. They understood that any "timing" benefit you might see in the short term is mitigated by time – and the risk of missing out on the best days of market performance throughout the years puts your long-term investment performance at risk.

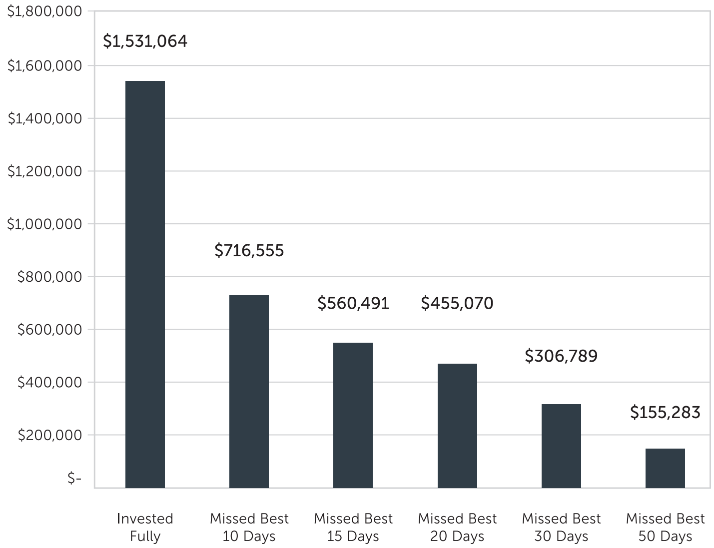


"The individual investor should act consistently as an investor and not as a speculator."

— BEN GRAHAM

For example, if you had invested $100,000 back at the start of 1985 in the TSX/S&P Composite Index, it would have increased in value to $1,531,064 by March 31, 2020. But what if you'd tried to market time, pulling money in and out of the market and missed only the 10 best days of the markets over that 35-year period? Your $100,000 investment would be worth only $716,555. And if you'd missed out on the market's 50 best days, your investment would have increased to only $155,283.

$100,000 Invested from Jan. 3, 1985 to Mar. 31, 2020



Source: Factset. S&P/TSX Composite Index total return from January 3, 1985 to March 31, 2020. Past performance is no guarantee of future results. It is not possible to invest directly in an index.

Keys to successful investing comes down to the basics.

Have a plan. What are you investing for? What is your time horizon? Is this a one-time investment, or do you plan to keep adding to it regularly?

Engage a team of professionals. An Accountant to provide tax advice, a Portfolio Manager to manage the day-to-day investment decisions, a Financial Planner to design a plan to help you accomplish your goals and objectives, an Insurance Specialist to help you mitigate the risks in your plan and a Lawyer to ensure you have protected yourself, your wealth, and your family.

Think long term. The price you pay today won't have a huge impact on your long-term returns. It certainly won't have as big of an impact as missing out on just a few of the market's best days. Investing regularly and continuously helps to level out the ups and downs by buying into the market during peaks and troughs, thus averaging your costs.

Understand volatility. Market values go up and down every day. Some stocks are more volatile than others. No one can predict what is going to happen tomorrow. Work with your portfolio manager to understand how your asset mix is structured to temper market fluctuations.

Diversify. Investing across different asset classes and market sectors can help mitigate market forces that only impact certain industries.

Expect to be wrong sometimes. You are not going to be "right" all the time. That is another reason why it is important to spread out your investments among several companies and sectors. Inevitably you will contribute to your portfolio, and the market will go down. It is during these times that you need to stick to the plan and remember you are <u>investing</u>, not speculating.

When investing for the long term, it is important not to worry about buying at the absolute lowest point. A disciplined approach, a sound strategy, and the right advice will help you meet your financial goals far more than attempting to time the market. Invest early, invest often.

Have Questions?

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