



# The Right Time to Buy and Sell

## Scenario 1

You purchased your dream home for \$400,000

- You saved for years and bought your dream home for \$400,000
- In today's housing market, it's now worth \$300,000
- Would you sell your home because markets are down?
- No!
- Why not? Is it because you are in your home for the long term?
- Why would you want to sell your investments now while markets are down?
- Stay invested for the long term

## Scenario 2

You want to purchase your dream home

- You saved for years and have your eye on a dream home expecting to pay \$400,000
- The markets have dropped and now you can purchase the same home for \$300,000
- Would you change your mind because the price dropped?
- No!
- On the contrary, now's a great time to buy
- It's no different with your investments – it's a great time to invest!

Talk to your advisor about staying invested for the long term to make your dreams a reality.

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