

The Right Time to Buy and Sell



Scenario 1 You purchased your dream home for \$400,000	Scenario 2 You want to purchase your dream home
<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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.