

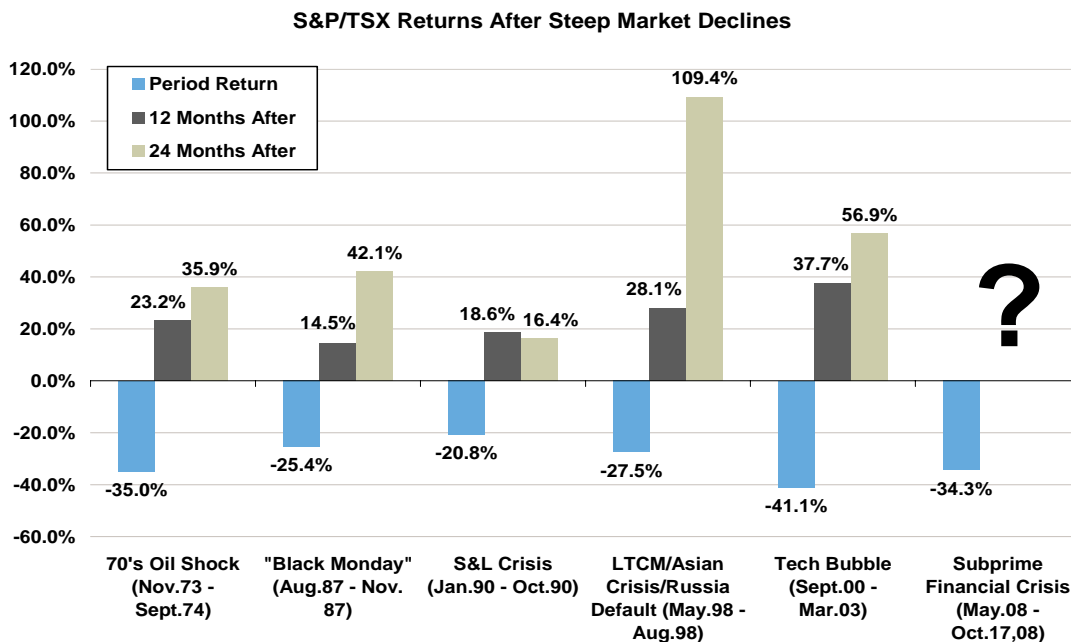
Russell Insight

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Beat the Odds by Staying Invested

May it be Black Jack, Roulette, or even the slots; the “House” always seems to win in Las Vegas. Fortunately, the odds are historically in your favour when investing in equities. The key, however, is to stay invested.

Historically, stocks go up higher and for longer periods in up markets than in down markets. The chart below shows how the Canadian equity market has rebounded time after time from market downturns. The fact that there have been more robust bull markets than bear markets over the past 85 years should discourage any investor from fighting these odds by unwinding their asset allocation in a temporary downturn. One of the best ways to beat the odds over the long-term is to invest in a diversified portfolio of Canadian equities, bonds, and foreign stocks – and stay invested. In other words, you have to know when to “hold'em”.



Source: Russell Investments Canada Limited

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