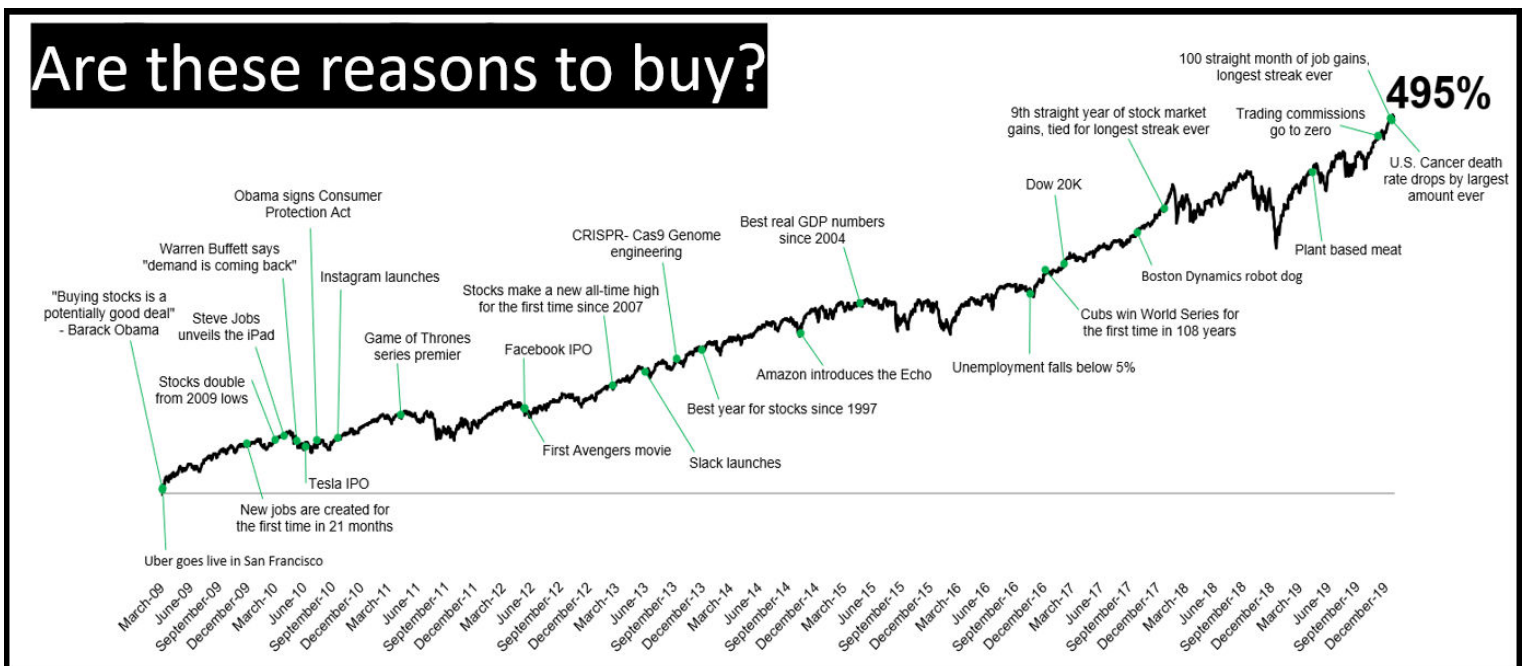


Is It a Reason to Buy or Sell?

Should we buy or sell? If people just react to the news cycle, a portfolio's return is likely to suffer because individual investors tend to buy while the market is high (in reaction to good news) and then sell while the market is low (in reaction to bad news). There's a lot more to successfully managing money than current events. In fact, as the graphics below show, there's an argument that the news cycle is just a distraction from the long-term, upward movement of the stock market.



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