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Financial Strategies
Asset Management

Tips for investing in a Bear Market!

Be realistic – Remember it's normal for the market to have negative years, it's all part of the business cycle.

Watch your asset allocation – Regular schedule contributions to your portfolio takes advantage of a down market by reducing the average cost of shares bought and only exposing part of the total sum to the decline

Special market update – May 11, 2020

This special webinar was hosted by NEI Investments and was the latest in their series of regular market updates. For our wealth management services, our credit union partners with Aviso Wealth. NEI Investments is a part of Aviso Wealth, and is Canada's leader in Responsible Investment funds and portfolios.

In these sessions, experts from NEI Investments provide context for the most recent market developments and share information regarding what to expect in the coming days and weeks.

You can [listen to the recording here](#) and review the highlights below.

Key points from the webinar:

- While many recent economic data points have been “pretty dismal”, equity markets continue on a “modest upward trend”.
- In the short term as economies start to reopen, the risks are “fairly balanced”. If we do see another sell-off, it likely won't be as violent as early March due to the assurance and willingness of central banks to intervene.
- In the long term, while estimates are continually changing, NEI Investments does not expect a pre-COVID-19 normal pace of economic growth until 2022 at the earliest. Two words that best describe the recovery we are likely to see are “slow and measured”.
- Assets in impact bonds (bonds aimed at improving social and environmental outcomes) may be “stickier” because investors are not only concerned with financial performance, they want their investment dollars to make an impact and therefore may be less likely to sell during periods of short-term volatility.
- With regard to responsible investing (RI):
 - We are seeing record demand for RI products and companies are paying more attention to environmental, social and governance (ESG) issues as they seek to create more resilient business models.

- A recent survey by McKinsey says companies polled identified ESG issues in their supply chains as their number two priority in the coming years.
- The fossil-fuel free movement focuses on divestment (selling shares in oil and gas companies). Fossil-fuel free and RI are not one and the same; NEI's strategy favours ownership over divestment and believes that engagement in the energy sector is the best way to solve the energy transition that reflects the interests of all stakeholders.
- Broad divestment is a "one-time gesture"; once you divest, you're on the sidelines and are "no longer part of the dialogue".

If you have any questions, please don't hesitate to contact me at 902-706-3700

Sincerely,


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