EQUITABLE ADVISORS

YOU ASK, WE ANSWER

What is a good way to stay informed of our current economic climate, and adjust finances accordingly?

Dear Kelly,

With all of the changing tides in the market, how do I understand what is best for me, and what is going on? It is hard for me to keep track of and I feel like I hear/read contradicting messages in the media.

-Market Watcher

Kelly DeMay is a Financial Advisor with Equitable Advisors. Equitable Advisors collaborates with SAANYS to provide financial articles, seminars, guidance and planning for SAANYS members.

Please contact myself or your local Equitable Advisor for a complimentary meeting.

Dear *Market Watcher*,

That is a very timely question. There is a lot of noise 'out there' about what is going on in the market and the economy that certainly could make someone wonder about what, if anything, they should be doing differently.

I have three steps that I recommend you look into:

Understand the legitimacy of where you are getting your information from. I often have people come to me with economic information that is not accurate or doesn't take into consideration key facts. Identifying your source and determining their reputability is an important step. Believing every communication, you hear about the economy can end up being a route of misunderstanding, confusion and fear. I personally use economic analysis and forecasting from several sources when considering my take on the market. I will link to some of those sources below.

Evaluate your own comfort for risk. If you are not able to sleep at night with fears of losing money (even if you were to make it back later) you should prioritize making sure your investments are reflecting these concerns. Often times this means a person will become more conservative with their investments.

It's not always so clear cut, however. In being more conservative, you may need to save more money over time, as (historically) conservative investments may not always have the potential for strong rates of return.

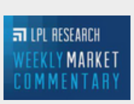
Consider your time horizon (when you have to start pulling from your accounts). This is not always your age of retirement. It is more often the age at which someone plans on using their retirement funds. Just because someone retires at 55 doesn't mean they will tap into their accounts at 55. Some wait 5-15 years before feeling like they need to do this.

In summation, there are many things to consider when deciding what your best move is in uncertain financial times. I say this frequently and will continue to say it: When you have any kinds of doubts as to what your best plan of action is, meet with a financial professional who can explain all of the moving parts and recommend account adjustments. Having a professional 'in your corner' as you face changing markets can help give you confidence that you are actively handling your situation in a proactive manner.

Sincerely,

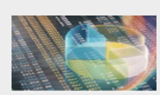
Kelly

Here are some hyperlinked articles that I often follow for financial information:



LPL's Weekly Commentary

LPL 2023 Economic & Market Outlook



Oppenheimer 2023 Market outlook