

## Investor Style - Transcript

When it comes to investing, one size doesn't fit all. What works for your friend, co-worker or brother-in-law as an investment strategy may not be right for you.

**(Image of a father and young daughter sitting at a kitchen table. An animated image appears on the screen as well. It shows a stack of money, which zooms out and turns into a t-shirt with the stack of money in the middle of it. Animated people show on the screen, wearing the t-shirt.)**

The first step as an investor is to know what kind of investor you are.

**(The animation turns into a hand with one finger pointing up. The hand moves down and a question mark appears above it.)**

Once you understand the unique factors that shape you as an investor along with your situation, you can create a suitable strategy and choose investments that support that strategy.

**(A man in a suit is on screen with three check marks around him. Three chess pieces also appear.)**

The key elements include your age, your investment horizon, and your tolerance for risk. The younger you are, the more time before you will need the money you invest, and the higher your tolerance for risk, the more aggressive you can be in your investment selection.

**(Camera zooms in, check marks and chess pieces disappear. The words "Age", "Investment horizon" and "Tolerance for risk" pop up above the image of the man. The words disappear and a clock and triangle with an exclamation mark inside appear.)**

Examine your specific goals and formulate an investment strategy and suitable investments for each goal.

**(A house, graduation hat and two people walking are shown on the screen with a magnifying glass.)**

To illustrate this, let's use three hypothetical goals and time frames that a typical investor might have.

**(The three images remain on screen and a clock appears below each of them. Each clock is moving at a different pace.)**

Short-term – less than 5 years away. The goal: Save for a down payment on a home.

**(A couple stands in front of a house. The words "Short-term less than 5 years" are shown on screen. There's also a small animated icon of a house.)**

A suitable investment would have low risk and low returns, such as a guaranteed investment certificate, Treasury bill or money market fund. Even the most aggressive investor shouldn't take too much risk in a short-term investment.

**(The animated house turns into a stack of money and two more icons appear: a bag of money and an exclamation mark inside a triangle.)**

Medium-term – 5 to 15 years away. The goal: Save for your child's or grandchild's college tuition.

**(There's an image of a young woman wearing a graduation gown and cap, standing in front of a school. There's also an animated icon of a graduation hat on screen. The graduation hat turns into a stack of money. The words "medium-term 5 to 15 years" are above the animation.)**

Your risk tolerance will help shape how conservative or aggressive your investment choices are.

**(An exclamation mark inside a triangle pops up next to the stack of money.)**

Another risk factor is how close you are to your goal. You should scale down your investment risk as your child gets closer to college.

**(An animated triangle shows a downward slope, with an arrow pointing down.)**

But typically, you would tend to have a broadly diversified mix for much of this period.

Longer-term – 15 to 40 years away. Goal: Save enough for your retirement.

**(An image of a woman and man holding a baby are shown. There's also an animated image of a couple walking. It says, "longer-term 15 to 40 years" above the animated image.)**

Typically, the farther you are from retirement, the more aggressive your investment mix can be.

**(The couple walking turns into a couple walking with a child. An exclamation mark inside a triangle pops up beside it.)**

Although risk tolerance is important, anyone who has 40 years before retiring can have plenty of equities in their investment portfolio. As you get closer to retirement, gradually shift from equities to fixed income, but maintain a mix.

**(A new animation appears, showing dark green circles falling into a larger circle. Some blue circles are also added, followed by light green circles.)**

The bottom line when it comes to investment risk and your tolerance for it is to know who you are as an investor.

**(The image of the man in a suit from a previous scene appears. Two icons pop up above him – an exclamation mark inside a triangle and a question mark.)**

Can you sleep at night? If not, scale down your risk level.

**(The man disappears from the screen and an image of a man and woman sleeping appears. An animated house is also shown on the screen with an exclamation mark inside a triangle above it.)**