

MARCH 18, 2020

CORONA-CHAOS

Our View of COVID-19 and the Current Market Environment

"To reach a port we must
sail - Sail, not tie at anchor
Sail, not drift."

Franklin D. Roosevelt



Finding Calm In The Storm

WRITTEN BY LA MAR T. GUNN SR.

First things first, it is my prayer that you are staying put and avoiding the corona-chaos. Having lived through Black Monday, 9/11, and the 2008 financial crisis, we are more than prepared to whip COVID-19! In every time of fear and panic, we have utilized a unique set of tools to place investors in a much better situation for when the storm ends. Of those tools, panic selling is not one of them.

I understand that you cannot escape the fear-mongering and probably have a few questions. However, I pray that you find peace in knowing that we are here piloting the ship through these rough waters. Further, I believe that the corona-chaos has ushered in the best buying opportunity to create generational wealth in U.S. history.



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What We've Learned

We have always done things that appear contrary to most of those in the investing world. What this means is that our approach towards buying is not easy, but it is simple: Buy when there is widespread fear and sell when irrational optimism and overconfidence are prevalent.

We do not have a crystal ball in our office. However, most would believe that airplanes are not going to fall out of the sky, Apple is not going to stop selling iPhones, and Altria is not going to burn all its farms and close its doors forever. With that said, we will continue to navigate through both rough and smooth waters, just as we always have.

We view our clients as both friends and as family. Therefore, we respect when our clients see or feel a change in their risk tolerance. Please feel free to call me directly if you would like to review your plan or change your current investment allocation. Remember, that calm and common sense always prevails in times of fear.

Wishing you health, wealth, and happiness!

La Mar