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## 5 Keys to Investing in 2025



Stock Market Stock photos by Vecteezy

Good Morning,

In light of recent market volatility we thought we would share this 3 minute video on “5 Keys to Investing in 2025”. Interestingly, they concluded with “There are always

reasons NOT to invest”, specifically taking us back to January 1, 2020. Would you have invested in Equities then had you known in the years to come we would experience a pandemic like COVID-19, a steep Bear Market, 9% inflation and multiple wars? Probably not though the stock market has essentially doubled since then.

Point being, we will have obstacles and challenges to be sure as we always have, but America is quite resilient and innovative and it is always best to have a long term perspective with “investing”. That said, as you approach retirement, and especially for those in retirement, we do think having a very healthy emergency fund is advisable to get you through the challenging times, which we will have no doubt.



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