



# Is **Epack** good for you?

## 3 qualities of highly successful equity investors

Equities are a special investment type that demand special qualities set to get the most out of the investment. They are special because, unlike fixed income, stocks are highly volatile and tend to fluctuate a lot. Today they are up; the next day they are down. Epack, being an equity mutual fund, shares this characteristic and investors must appreciate its nature before investing. Otherwise, like many-an-investor, you risk making huge losses instead of gains on the investment. Here are some key traits of an equity investor:



### **Patience**

What do you do when your returns start to drop? Do you rush to withdraw or wait it out? Equity investing rewards the patient investor because he leaves his money there longest. When the impatient investor has sold his investment because of drops in investment, the patient investor will see his money go through all the changing cycles (rise and fall) of the investment and grow significantly after a long time.



### **Calmness**

Successful equity investors have a high tolerance for volatility and remain calm in the face of trouble. Stocks are highly unpredictable and could give you some pleasant and unpleasant surprises along the way. Remaining calm helps you to keep a cool head and not make bad short-term decisions with a long-term impact. One of the biggest mistakes equity investors make, for example, is timing the market by investing when the stock market is performing well and selling when prices start to fall. By the time they are ready to reinvest, the stock has already made its best returns. Do not panic.



## Long-term vision

How long do you plan to invest? If you want to succeed as an equity investor, you should be looking at long-term investing. Consider it as a long-term relationship and you will not give up along the way. Epack has a recommended holding period of 5 years and investors are expected to hold the investment for longer than that. If you would need your money before then, maybe you should reconsider if equity should be your investment choice. Staying invested for a long time will set you on the path to achieving your investment goals.

**Invest wisely. Invest in Epack.**



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