

# The **5** Golden Rules of Investing



An investment in knowledge pays the best interest  
– **Benjamin Franklin**

Many people shy away from investing because they think it is complicated. Others are afraid they might lose money in investments. But how do successful investors survive and thrive? We believe they operate by certain common guidelines.



## **1 KNOW WHAT YOU ARE GETTING INTO**

Conduct your research before you invest. Find out if the investment is safe and is a good fit for you. If it's too complicated, you may want to steer clear of it. As a rule of thumb, speak to a financial advisor before making a major decision.



## **2 DIVERSIFY**

Diversification helps to cushion you against major losses and is one of the most important keys in investing. As much as possible, diversify across asset classes, markets, geographical locations, companies, etc.



## **3 HOLD YOUR INVESTMENTS**

In investing, the longer you stay invested, the better your chances of significantly growing your money. Instead of timing the market to exit and re-enter whenever there are fluctuations, decide to stay invested.



## **4 INVEST REGULARLY**

It's quite obvious that the one that plants more seeds should expect to harvest more. Daily, weekly and monthly deposits of even 'little' are often more sustainable and beneficial than waiting to invest 'huge' amounts.



## **5 DON'T BE SWAYED BY HIGH RETURNS**

Every successful investor knows that usually, in investing, the higher the returns, the higher the risk. Instead of investing just because returns are high, check the risk involved and the track record of the investment to avoid losing money in a fraudulent scheme.

If you have any questions about investing or personal finance, do not hesitate to contact Databank at [info@databankgroup.com](mailto:info@databankgroup.com) or via phone at **0302 610610**.

**Invest wisely. Invest with Databank.**