

# Are You Prepared?

The financial markets have been on a bull run since early 2009. In fact, it has been 82 years since a bull market has lasted this long. However, one thing we know for sure is that this current bull market is going to end at some point. It is just a matter of when, and to what extreme. Are you prepared?

A few questions you should ask yourself:

- Is my investment philosophy and strategy different now than it was several years ago?
- Am I doing anything differently today to prevent a huge hit to my investment portfolio when the next major market correction hits?
- If my plan did not protect me last time, what makes me think it will protect me the next time?

## Retirement & Estate Planning



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Unfortunately, most people's philosophy and strategy is no different now than it has always

been. That means your investment portfolio goes up when the market goes up and it goes down when the market goes down. When the next market correction occurs you could lose money again, potentially big money. Can you afford that?

The investment world has changed dramatically over the last several years. Technology continues to advance, markets are global and financial products continue to evolve. To adapt to today's volatile and ever-changing investment marketplace, you need an active risk management system that will adapt your holdings to the market environment. You need an investment system in place that will own positions and securities that are favorable, regardless of the current market environment.

So, how do you do this?

Fortunately, there are tools and solutions available today that can help protect and grow your money in any type of market, bull or bear. To learn more, join me, and a special guest, next week on the **It's Your Money Show**. The show airs on WMEQ (880 AM) on Thursday at 7:30am and Saturday at 9:00am, as well as on WWIB (103.7 FM) on Wednesday at 7:30pm and Saturday at 5:30pm. You can also obtain this information and independent advice for your specific situation by contacting me at **(715) 835-6022** or **info@KeyStoneCV.com**, or through our website, **www.KeyStoneCV.com**.

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