

# Why work with a financial adviser?

Because the right advice can be your best investment



# A

## IS FOR ALIGNING INVESTMENTS TO YOUR NEEDS

Advisers balance risk and return. They keep you invested in the right mix of assets for your life stage or risk tolerance.

*85% of clients agree their adviser has better aligned their investments with their long-term goals.*

# B

## IS FOR AVOIDING BEHAVIOURAL MISTAKES

Emotions can get in the way when markets swing. Advisers help you stay calm, stick to your strategy and avoid mis-steps.

*69% of clients agree their adviser has helped them avoid costly mistakes during periods of market volatility.*

# C

## IS FOR CHOICES AND TRADE-OFFS

Big life decisions come with trade-offs. Advisers help make them clear, whether it's funding education, helping with a house deposit, sorting estate plans and more.

*79% of clients agree their adviser has helped them better prioritise between competing financial goals.*

# E

## IS FOR EMOTIONAL AND TECHNICAL EXPERTISE

Advisers aren't just number crunchers. They're coaches and sounding boards who can help you navigate life's twists with clarity and perspective.

*86% of clients agree their adviser's expertise has given them a clear and structured financial plan.*

# T

## IS FOR TAX-EFFECTIVE PLANNING AND INVESTING

Tax matters. Advisers optimise strategies across super, investments and more so you can keep more of what you earn.

*86% of clients agree their adviser has helped them make more tax-effective financial decisions.*

81% of clients feel extremely confident about meeting their long-term financial goals ★★★★★

### IMPORTANT INFORMATION

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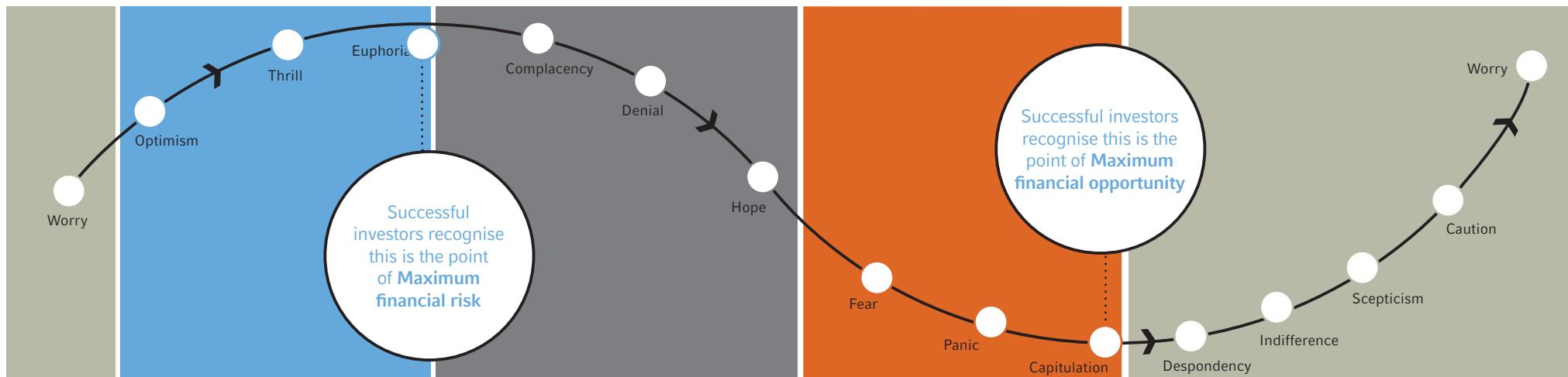
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\*Based on Russell Investments Value of an Adviser research 2025, conducted on advised clients residing in Australia.  
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Invest without boundaries™



	OPTIMISM	THRILL	EUPHORIA	COMPLACENCY	DENIAL	HOPE	PANIC	CAPITULATION	DESPONDENCY	SCEPTICISM	CAUTION	WORRY
Market Cycle 1	25%	Nov 1971 – Dec 1972	<ul style="list-style-type: none"> <li>Inflationary pressures</li> <li>Productivity improvements</li> <li>Rapid corporate earnings growth</li> <li>Introduction of paperless technology</li> </ul>	-19%	Jan 1973 – Jan 1973	<ul style="list-style-type: none"> <li>OPEC Oil crisis – crude oil prices tripled</li> <li>Inflation</li> <li>Credit squeeze</li> <li>Property company failures</li> </ul>	-24%	Mar 1974 – Nov 1974	<ul style="list-style-type: none"> <li>Global recession</li> <li>Extended bear market</li> </ul>	36%	Dec 1974 – Jun 1975	<ul style="list-style-type: none"> <li>Share market recovery despite recession</li> </ul>
Market Cycle 2	119%	Aug 1984 – Aug 1987	<ul style="list-style-type: none"> <li>Credit boom</li> <li>Strong world economic growth</li> </ul>	-2%	Sep 1987	<ul style="list-style-type: none"> <li>Irrational shareholder sentiment</li> <li>Peak of overinflated stock values vs historical PEs</li> </ul>	-28%	Oct 1987 – Nov 1987	<ul style="list-style-type: none"> <li>1987 Global stock market crash</li> </ul>	53%	Dec 1987 – Dec 1989	<ul style="list-style-type: none"> <li>Share market recovery as value hunters sought to buy quality stocks cheaply</li> </ul>
Market Cycle 3	90%	April 1997 – Sep 2000	<ul style="list-style-type: none"> <li>Tech boom. Investor exuberance</li> <li>Emergence of 'new economy' sectors</li> </ul>	-28%	Oct 2000 – Sep 2001	<ul style="list-style-type: none"> <li>Tech bubble burst</li> <li>September 11 terrorist attack</li> </ul>	-22%	Mar 2002 – Feb 2003	<ul style="list-style-type: none"> <li>Reduced global economic growth forecasts</li> <li>Extended bear market</li> <li>Corporate accounting scandals</li> </ul>	42%	Mar 2003 – May 2005	<ul style="list-style-type: none"> <li>Geopolitical uncertainty</li> <li>Refocus on world economic fundamentals</li> <li>Boom in resources in response to industrialisation of China</li> </ul>
Market Cycle 4	22%	Jun 2005 – Jul 2007	<ul style="list-style-type: none"> <li>US home prices hit highs</li> <li>Credit boom</li> <li>Higher interest rates</li> </ul>	-20%	Aug 2007 – Sep 2008	<ul style="list-style-type: none"> <li>Credit crunch. Sub-prime mortgage crisis. CDO failures</li> <li>Lehman Brothers declares bankruptcy</li> </ul>	-37%	Oct 2008 – Feb 2009	<ul style="list-style-type: none"> <li>Global financial crisis</li> <li>European and U.S. recessions. Negative real GDP reported for major developed countries in Q4 2008</li> </ul>	174%	Mar 2009 – Oct 2014	<ul style="list-style-type: none"> <li>Global stock market recovery</li> <li>Deleveraging, slow economic growth</li> </ul>
Market Cycle 5	60%	Nov 2014 – Dec 2018	<ul style="list-style-type: none"> <li>Unemployment rates falling</li> <li>Economy normalises</li> <li>Profit margins elevated</li> </ul>	-8%	Feb 2020	<ul style="list-style-type: none"> <li>COVID-19 crisis</li> </ul>	-24%	Feb 2020 – Mar 2020	<ul style="list-style-type: none"> <li>COVID-19 pandemic</li> <li>-24% to 23rd March</li> </ul>	46%	Mar 2020 – Oct 2020	<ul style="list-style-type: none"> <li>COVID-19 pandemic</li> <li>Global stock market recovery</li> <li>23rd March market rebound</li> </ul>
Market Cycle 6	46%	Oct 2020 – Dec 2021	<ul style="list-style-type: none"> <li>Early stage of economic recovery</li> <li>COVID vaccine roll out</li> <li>Continued policy support</li> </ul>	0%	Jan 2022 – Dec 2023*	<ul style="list-style-type: none"> <li>High inflation leads to rapid interest rate increases, leading to recession concerns</li> <li>Economy proves resilient, and central banks reach the peak of interest rates</li> </ul>						
Market Cycle 7	23%	Jan 2024 – Dec 2024	<ul style="list-style-type: none"> <li>Developments in artificial intelligence</li> <li>Continued decline in inflation</li> <li>Central banks start reducing interest rates</li> </ul>									

\*Latest month-end data available at the time of publishing as at 31 December 2024.

Market cycle returns calculated using S&P500 Price Index (in USD). Indexes are unmanaged, cannot be invested in directly, and do not take into account any fees and costs associated with an actual investment.

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