Investment between theory and practice

The science has a good reputation. When people are in white coats in laboratories, many people feel a great confidence. Terms such as "Research ethics" appear in our thoughts and we have the image of the scientist in mind, which is bound only to the truth and wants to put its findings to the good cause available. Even in the natural sciences, it happens that supposedly valid research results in practice not yet have the desired success. Drugs, no longer allow the cancer cells to grow in mice, do not have a long work as well in humans. That there are differences between the laboratory and applied practice in science, we can imagine. But why then are we so in good faith with economists?

Alas, the market is not operating normally

Only recently has the financial and statisticians Campbell Harvey financial research criticized publicity. Its basic tenor: What is plausible in simple models and works, can in reality - ie the interaction of an infinite number of factors - already be quite different. Campbell criticized mainly investment models, which are based on findings of scientists. The probability have shown that even "strategies" we would all also be dismissed without a PhD in economics region as Humbug, work to some extent. Since we have to decide on the markets "only" between rising and falling prices, luck is a big factor. But that's only part of the truth.

The markets do not always run straight. While it is highly likely that the DAX runs in Trends At length, while on average every day up to 0.5 percent or loses. But who gets involved with this normal scenario and develop an investment strategy based solely on this market normality, will quickly reach its limits. Rápide trend change with price declines by 5 per cent every day, several loss days bring in a row and sideways markets every simple-minded investment strategy quickly messed up. This is precisely the weak point of many scientific approaches. It is the extraordinary price movements, which must withstand an investment strategy. Another factor is the time. Many strategies work - if you just take the data of the last ten, fifteen or twenty years. But what helps the investors who have entered only a few weeks or months before an extraordinary market reaction? Precious little!

I firmly believe that the complicated financial market with its numerous influencing factors that are also constantly changing, can not be squeezed into scientific models. Even probabilities that have promised stable returns in the long run a few months ago may shift. A sudden war? A new conveyor technology for oil? A new battery technology that has
revolutionized the car market as the iPhone once the mobile device market. The capital market is mainly characterized by changes and abrupt breaks. A rigid model can not explain it.

And what can we learn from this finding investors? Is investment pure coincidence? Yes and no. If we admit that the are no foreseeable market direction and to prepare ourselves with our investments it, we can achieve solid returns on the capital market. How it works?

Instead of always want to put on the best stocks of tomorrow, we should invest broadly. Instead of investing in Volkswagen or Porsche buy investors using this approach simply the entire auto industry, including innovative suppliers. The benefit of this: events such as the exhaust gas disaster at VW are less strong impact and an investment constitutes the entire industry from including all future opportunities.

Armed with easy folio for all probabilities

This widespread principle can also be applied to the choice of asset classes. The question of stocks or bonds is stupid. A clear answer can not exist. The best answer is always and at all times: both. We map our risk appetite over the equity. Risk always means a chance to return. The equity ratio should therefore depend on our personal investment strategy. A good and comprehensive investment strategy therefore focuses on stocks and bonds and scatters them widely across all regions and sectors. Just as unexpected events can be mitigated effectively.

Our investment solution easy folio followed precisely this approach: stocks and bonds, scattered around the world. As a result, this means that several thousand investment products go into every easy folio. To make investors from the whole market. More speculative areas such as high-yield bonds or small caps are represented only very low, defaults on key markets such as United States or Europe, however, stronger. So easy folio investors are always there when the market is doing something. And that at unbeatable low costs.

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