

How to Quell Clients' 401(k) Balance Panic in Bear Markets:
Advisors' Advice

← 7/21 →



I work with many small business owners and we are always trying to duplicate the great auto-buy feature of 401(k)s. Every two weeks you are buying more shares! So don't fret the market downturn. Be happy that you have a system in place to buy into the market periodically. And if you ARE fretting the downturn, it is time to work with a financial planner (like me!) who can help you understand if you're on track for your long-term goals or not — and/or if you need to make adjustments to your investments or overall planning.

— *Catherine Valega, CFP, Green Bee Advisory/Bay Financial Associates in Waltham, Massachusetts*

Close Slideshow

