



PAYSAFE NEWS



WELCOME

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Hi there and welcome to another edition of our newsletter. The new team have now had time to settle in and by now many of you will have had contact with myself or our new staff.

One of the hardest things to manage is "change". Typically, people don't like change, even though it is a function of our day-to-day life.

I want to take this opportunity to thank all of you who have managed to navigate the changes that we have delivered at Paysafe.

Noel and Rod retiring has been really challenging for all of us, but I really want to say "thank you" for the support we have received from all clients. I can assure you, we have been working amazing hours to get this right for everyone, but, as the old saying goes "you can't please all of the people all of the time" and quite a few are still a little anxious.

Myself and the team are opening up communications, being proactive and delivering an outstanding service to allay any anxiety, and, in my view we are winning.

This year looks like being another interesting one for investment markets, interest rates have not topped out yet and there remains uncertainty around the war in the Ukraine.

It falls on us to help you navigate through uncertain times and that is what we try to do.

Pretty much all our clients are exposed to investment markets, including Shares, Property and Fixed Interest. These markets are fluid by nature, and they rise and fall with market sentiment.

The secret to stress free investment management is deciphering what is market sentiment and what is fundamental change. Market sentiment is like white noise – it is always there in the background. It will lead to ups and downs, but, by and large, the ups cancel out the downs.

Fundamental change is what we concentrate on – long term trends that affect the long-term investor.

I will analyse this in some detail for you in the section headed "Time in the Market" in this newsletter.

For now – thanks for your support and onwards and upwards for the new Paysafe.



FINANCIAL PLANNING - MARKET TIMING VS TIME IN THE MARKET

Here at Paysafe we keep our clients invested in the market all the time, and the reason for that is that it works. Investment markets are constantly moving – either up or down. Now, we are all human and as humans we don't have an innate sense of timing when it comes to investing.

Pure investment theory tells us that when the market falls this is an ideal time to buy – we know it is as true as any saying.

So, when the market tanks what is that stops us buying? The answer is fear. As investors we become fearful when markets start falling, it is just human nature.

Put yourself in the position of this client we will call him Bob. He has \$400,00 invested in markets (any markets, it does not matter). And his adviser calls him and says “Hey Bob the market has fallen 20% overnight. This means that your \$400,00 is now worth \$320,000. Bob, here is what I want you to do – invest another \$400,000 because portfolio theory says that when market fall that is the best time to buy”

What do you do if you are Bob? Are you going to take that advice or are you FEARFUL that the market might have further to fall? If you answered that you are fearful then you are simply being human. You see, all of us look at a falling market as a problem, the professional investor looks at a falling market as an opportunity.

Also, when you try to time the market you are more likely than not to get it wrong. Even professional investors get it wrong about a third of the time.

So, look what happens to your investment if you miss the best days of a market:



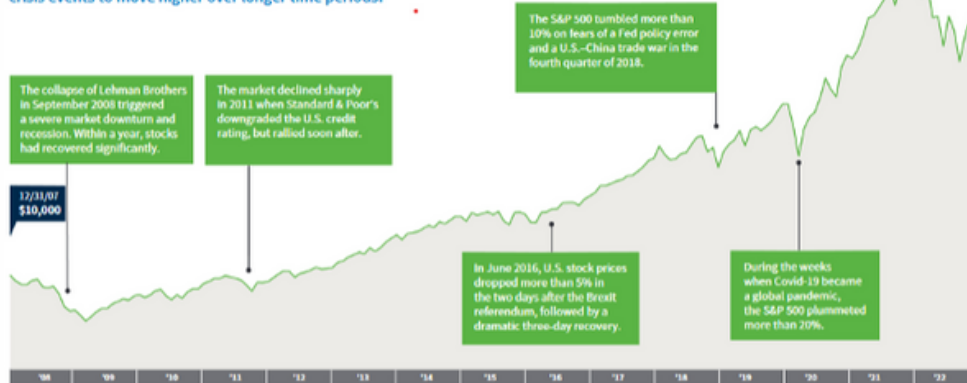
This is why we like to have professional investment managers overseeing your investments, they force us to buy when markets are falling – they impose a level of discipline that we as humans so not possess.

Markets will rise and fall, but the long term trend is that markets always beat their previous highs, it's called capitalism and it how we invest your money.

By trying to predict the best time to buy and sell, you may miss the market's biggest gains.

S&P 500® Index, 12/31/07-12/31/22

The U.S. stock market has been resilient throughout its history. Stocks routinely recovered from short-term crisis events to move higher over longer time periods.



BRIGHT FUTURE FOR PAYSAFE

I just thought I would pen a quick outline of what I see as a period of change at Paysafe. Change is always challenging - but good communication makes change easier to accept.

OUR SERVICES

As many of you have seen our service offer is changing. Some of these changes have been imposed upon us by the changes in the law and some have been necessitated by an new and updated business model.

You will see a shift away from straight investment advising into a more wholistic financial planning model.

We want to be your "go-to" outlet when it comes to:

- Investments
- Superannuation & Pensions
- Superannuation & Tax Strategies
- Government Benefits
- Estate Planning
- Cashflow Management
- Living your Life.

With the elimination of "appointment fees" you can now rely on Paysafe to provide honest and concise advice that is always in your best interest.

OUR LOCATION

As you know we have been conveniently located at Middle Camberwell. With Rod and Noel retiring they have chosen to sell the building that we operate from and as a result we have had to find new premises.

We have thought long and hard about suitable location and have settled on Port Melbourne. We needed to find somewhere that was central to everyone AND had parking, not an easy task I can assure you!

We will be moving in May 2023 and we will be advising you of our new address and contact details in the coming weeks.

COMMUNICATION

We have been working on a new portal for client communications. I think most of you would agree that our website is woefully out of date. In the coming days we will be launching a new website which we hope will become a significant platform for client communications. I will be sending out an email with a video explaining how you access lots of information as we drag Paysafe into the 21st Century.

Andrew

DISCLAIMER

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