

Whether you're an avid investor or someone who wants to start dabbling in the world of finance, the market has seen and continues to see its fair share of highs and lows and ebbs and flows. And here's something to consider: Even though investing can feel like an emotional (and monetary) rollercoaster ride, it's important to keep a few things in mind.

Don't confuse the broader market with your specific investment portfolio(s)

You don't necessarily need to adjust your portfolio because the markets are continuing to be particularly volatile. In fact, the volatility you see may present an opportunity to invest in funds available through your group plan at lower prices.

Expect the unexpected

Volatility is a normal and healthy part of market cycles. So even if you feel uneasy about keeping your money in certain markets – especially when markets are volatile or if you're approaching retirement – you're wise to maintain some historical perspective when you recognize these trends. Markets generally correct after a big decline. Based on historical data, average downturns of 21.9 per cent are likely to return to normal – or better – within 12.8 months.

Market crisis and subsequent returns					
Crisis	Market low	Related market decline	Months to recover	1 year later	2 years later
The Korean War	13-Jul-50	-14.0%	2	31.7%	49.7%
Cuban Missile Crisis	23-Oct-62	-26.4%	10	36.5%	59.2%
JFK assassination	22-Nov-63	-2.8%	<1	23.9%	31.6%
1969 to 70 market break	26-May-70	-36.1%	21	43.7%	59.7%
1973 to 74 market break	6-Dec-74	-45.9%	67	33.5%	59.3%
1979 to 80 oil crisis	27-Mar-80	-17.1%	3	37.1%	14.0%
1987 stock market crash	19-Oct-87	-33.2%	21	23.2%	54.4%
Desert Storm	11-Oct-90	-19.9%	4	29.1%	36.3%
Soviet coup d'état attempt	19-Aug-91	-3.6%	<1	11.1%	21.2%
Asian Financial Crisis	2-Apr-97	-8.1%	1	49.3%	72.5%
Sept 11 th	21-Sep-01	-11.6%	1	-12.5%	7.3%
Dot-com Bubble crash	9-Oct-02	-49.1%	55	33.7%	44.5%
Invasion of Iraq	11-Mar-03	-14.7%	2	38.2%	49.9%
North Korean Missile Test	17-Jul-06	-6.9%	2	25.5%	2.1%
Subprime Mortgage Crisis	9-Mar-09	-56.8%	47	68.6%	95.1%
US Debt Rating Downgrade	3-Oct-11	-19.4%	5	32.0%	52.2%
China Yuan Downgrade	11-Feb-16	-13.0%	3	26.6%	43.2%
2018 Global Recession Scare	24-Dec-18	-19.8%	4	37.1%	57.5%
COVID 19 Pandemic	23-Mar-20	-33.9%	4	74.8%	99.2%
Average		-21.9%	12.8	33.0%	45.9%

*Source: Datastream and Bloomberg. Benchmark: S&P 500 Composite, US\$ return. April 30, 2022.

Have a plan for times like this – and stay focused on the long term

Use today's experience to check in on how market volatility affects you. Are you cool as a cucumber, or are you having trouble sleeping at night? Knowing what affects you most can help you identify an approach that will remind you of the long-term investment strategies that went into building your investment plan in the first place.

When markets are down and you're feeling the urge to sell, think back to your long-term financial plan and investment strategy, which were likely aligned with your goals and risk tolerance. While corrections can be offputting, there's probably no reason to deviate from your long-term financial plan. Generally, those who stay invested and contribute regularly are typically rewarded in the long run.

Contact the experts with your questions or concerns

Heightened market volatility and added media coverage can leave you feeling particularly vulnerable. If you have any questions, please visit grsaccess.com or call Canada Life at 1-800-724-3402 and speak with one of our client service representatives, Monday to Friday from 8 a.m. to 8 p.m. ET.

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