



Financial Planning

March, 2009

Page: 9

Section: General News

Region: National Circulation: 11,292

Type: Magazines Business

Size: 47.31 sq.cms.

Frequency: Monthly

Brief: TRENDS

■ CASHED UP, BUT CAUTIOUS

Cashed up clients are looking to invest in growth assets this year and are showing an increasing demand for capital protected solutions.

This is according to research conducted by Macquarie and Investments Trends, aimed at understanding how advisers' appetite for different products has changed as a result of market volatility.

A survey of 650 financial advisers conducted in November 2008 found that \$58 billion in excess cash had been built up over the last year across the planning industry's clients. "Planners reported that many clients are shell-shocked and are cautious about making new investments in the current volatile market. This reflects the classic investment conundrum where money flows into investments following good performance when prices are high, but dries up following poor performance when prices are lower, often resulting in clients missing out on the full extent of the market upswing," said principal of Investment Trends, Mark Johnston.