

MAKING THE RIGHT DECISIONS  
And avoiding common mistakes



做出正确决定

避犯同样错误

让我们拭目以待

在这篇文章截稿时，本地股市出现一场小涨潮，在经历超过一年多的低迷期后，从过去数周激增的成交量看好，显示投资者正逐步返回本地股市。

也许这是一个很好的机会，提醒所有散户某些投资行为。即如何在一个可让您转富或转负的市场中，作出反应。

在投资市场中，了解对与错是同等重要。有些错误是众所周知的，但人们仍倾向于犯错。这些将影响你的潜在回报，甚至可能导致资本损失。这些错误其实可以通过简短的时期与策略，及基本的金融市场运作解决。

低买高卖

这看起来很简单吧？但仍有许多人无法好好的掌握，让我们来逐个了解……低买：我们经常地问：这是最低价格？我可以开始买进了吗？高卖：这是我投资的最高收益？这是否是股价的最顶峰？老实说，即使是最有经验的大师，也不能给你一个明确的答案；因此，你该如何低买高卖？或至少，买高卖高？答案是：

你不需要紧抓最低或最高价格。只要投资在一个合理水平较低估值和定价，你或可开始累积有素质的投资。就算你不是以低价投资，而是项投资却在买入之后显著下滑，你也无需为止感到惊慌。

你可以做的是：将你的投资持有一段时期，或者你也可以采取成本平衡策略，即以更低的价格买入，藉以平衡成本。在本文曾提过，“累积有素质的投资”，意味着我们针对投资做研究，认为值得购买。

收购后若投资价值稍微下跌，不足以成为你以亏蚀水平放弃投资的原因。

比方说，一个月以后你决定脱售投资。你是在作出决策前，即取得了明显的纸上盈利，对不对？再者，没有人知道价格何时达到顶峰。因此，你作为投资者应该中庸地行使你的判断和行动。

如果你已设定目标，使收益，比如说 10%，从这个投资和你满意这个增益，采用一切手段，销售。

等待投资不是一个糟糕的主意。在涉及任何金钱以前，有些人喜欢等待，以获得更加明确的画面。那些等待综指从 1200 点跌到 1000 点水平的投资者，对他们等待的决定绝对欣喜。

然而，不要等待太久，否则你会错失良机。这个问题始终发生，即当事情转坏时，我们一直假设那已是最恶化的情况，但往往不是。在 1997 年金融危机时，综指跌破 300 水平，每个人都说他到尽头，并预计综指将跌破 100 点，我们都设想最终将发生的事情，不是吗？

还有其他影响市场的因素，包括战争、经济衰退、政治危机。许多人对于这些事件或因素，作了错误久等的决定，往往在开始投资时，却惊见市场显著的上扬，或已冲破目标范围。

随后他们可能等待更长的时间，并在超出目标的范围进行让他们感到不舒服的投资买卖。

在这我抛出一个问题：当综合指数企在 860 点时，是否有人想购买单位信托或股票？这时候，许多人或答：“让我们等着瞧”。

许多人也许会问，如果我们那时候已经积累了一些股票，那该多好。

这里的解决方案是：以小额投资，在“低价格”范围或期间经常地吸纳。回到我们的第一点，低买高卖。我们真的不知道最低点，但如果我们已经积累了一些在 52 周低水平的投资，就算是小涨潮，也会有所斩获。

追逐最新主题

还记得第二交易板热潮？互联网追风？这些都是 90 年代中后期的热点投资主题。

需提点的是，没有理由需完全避开这些热点投资主题。作为散户，必须认定的是，这些投资主题通常有非常恶性循环。

“泡沫”可无时无刻爆裂。这些主题式的投资周期上下迅速，如过山车一般。然而，在急剧下降之后，欲再谷底回升，则需要一些时间。

如果你幸运的在周期开始时进场，你将是有机会获得大丰收的领头羊。然而，对于大多数散户来说，收取信息或会稍微延迟，从而造成我们进入较迟的周期。

如果你打算从投资主题着手，你的切入点是很重要的。如果周期期上涨期，即价格高，你是否应该继续“追”，并冒上风险？

谁不会被丰厚的盈利所吸引？但必须注意的是，你可能是在他人脱售后买入。我们必须意识到，当我们买入时，其他人或已有所盈利——这是一个延迟反应——和同等水平的收益将不属于我们。

这并不是说你不能跟随主题或热潮进行投资，但你仍然必须自我控制。中庸的思考，不要让贪婪和盲目从众左右你的买卖决定。

不要使用所有的后备储蓄进行这种投资。作为投资者，我们都喜欢一些投机，但若投资情势向南的话，需确保它并不妨碍你的整体财务状况。

低买高卖

在你脱售投资后——两件事可能发生。趋势（一）：价格进一步上升；趋势（二）：价格下跌。

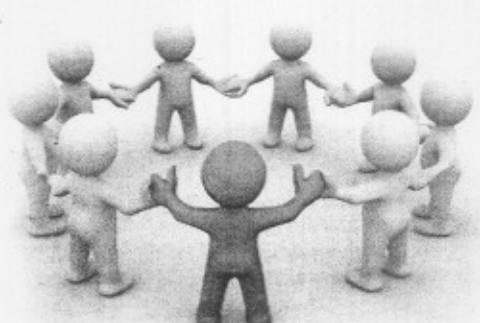
当趋势（一）发生时，你是否感到难过和遗憾（对我来说，遗憾是投资最大的陷阱，因为这影响到今后或产生物理学负面的投资行）？看乐观的一面，你已在近一个月内盈利 10%。盈利总比亏损来得更好。

当趋势（二）发生时，恭喜！你已成功到达致价格顶峰！我们并没有说这不可能发生，而只是不知其将何时发生。

我们谈的是：低买高卖：这不是最低买，最高卖出。没有什么完美的，有时你会亏，有时你会赚，最重要的是，随着时间的推移，所有和作出的交易与决定，最终，你获得良好的回报。

有时候，你可能在首次投资即面对巨大的损失……但理性思考之下，你可能下十个投资有所盈利！但试想一下，如果你在首个亏损即感到遗憾和沮丧，而没有做任何事情……。在这种情况下，什么事都不会改善……

备注：太平洋信托基金有限公司，是马来西亚其中一家领先的投资管理公司，拥有 14 年历史。我们很高兴每周与大家分享我们对财务和投资规划的看法。随时通过电邮 gary@pacificmutual.com.my 联系我们的作者——颜昌茂 (Gary Gan)，他是太平洋信托基金业务发展与营销总经理。



## **MAKING THE RIGHT DECISIONS**

### **And avoiding common mistakes**

At the time this article is being written, the local equity market is experiencing a mini rally, after being in the doldrums for more than a year. Investors are slowly returning to the local bourse as reflected by increasing trading volumes over the past few weeks.

Perhaps this is a good time to remind all about certain behaviors of retail investors. How you behave or react towards certain scenarios and conditions of the market could well turn you into a successful or unsuccessful investor over time.

In investing, knowing what is wrong is as important as knowing what is right. Some of the mistakes are common knowledge but people still fall for them. All of them affect your potential returns and could even result in capital loss. Many of these could be resolved with an application of simple time and tested strategies and having a basic understanding of how the financial markets work.

### **Buy Low Sell High**

Simple enough, right? Yet many cannot truly master this simple saying. Let us look at this segment by segment.

Buy low: we often ask among ourselves – Is this the lowest price? Can I start buying now?

Sell high: Is this the highest gain that I could get from this investment? Should I realize my investment now? Is this the highest this stock could reach?

Honestly, even the most experienced guru of the market cannot give you a definite answer to these questions. So how should you react when you need to buy low and sell high? Or at least, buy high and sell higher.....

The answer is: you do not need to actually catch the lowest or highest price. As long as an investment is at a reasonably low level of valuation and pricing, you may start to accumulate quality investments. Do not panic if you have not bought at a low price, but the investment value drops further after you have bought in. You can do these: hold on to your investments a while more OR you may want to practice dollar cost averaging i.e. buy more at lower price to bring down your average cost. Remember earlier in this paragraph we mentioned “accumulate QUALITY investments” – meaning we have already done our research on this investment and it is worth buying. A slight dip in the price after you have bought should not cause you to let go of this investment at a loss.

Let's say one month later you decide to sell the investment. You obviously have made paper gains before you reach this decision, right? Again, no one knows when the price will peak. Therefore, you as the investor should exercise your judgment and act RATIONALLY. If you have set a target to make a gain of, say 10%, from this investment and you are satisfied about this gain, by all means, sell.

After you have sold the investment – two things may happen. Scenario 1 – the price goes up further. Scenario 2 – the price falls.

When Scenario 1 happens, do you cry over split milk and feel sorry for yourself and regret (to me, regret is the biggest pitfall of investing because it affects future behavior negatively)? Look on the bright side, you have made a gain of 10% in just over one month. A gain is a gain, and a gain is better than any loss. Still feeling sorry for yourself? You wouldn't marry the girl of your dreams, then just because the next day you saw someone even more beautiful, you regret your marriage and start feeling depressed, would you?

When Scenario 2 happens, congratulations! You have managed to capture the price at its peak! We did not say this could not happen – it is just when it happens we would not know it. We will only know it AFTER it happens.

Remember the saying is BUY LOW SELL HIGH – it is not BUY AT THE LOWEST, SELL AT THE HIGHEST. In the end, nothing is perfect, there will be times when you lose and times when you gain...the most important is that over time, over all the transactions and decisions made, in the end, you make a healthy gain. Sometimes you may make a big loss in your first investment...but with rational thinking and a sensible plan, you may make gains in your next 10 investment! But imagine if you regret and get depressed over the big loss in your first investment and don't do anything after that....in this case, nothing will improve...

## **CHASING THE LATEST FAD**

Remember the Second Board play? The Internet frenzy? These were hot themes back in the mid and late 90's.

Of course, the concern here is there is no reason to avoid completely investments that are based on such hot/popular themes. The issue here is as a retail investor, we must RECOGNIZE that these are thematic plays – and they usually have very vicious cycles. The “bubble” of these plays could burst at any time. The cycle of these plays could go up and down rapidly like the world's most exciting roller coaster. However, after plunging steeply, it may take some time for it to glide up again...

If you were lucky enough to enter at the beginning of the cycle, you would have a lead start and a great chance to make huge returns. However, for most retail investors, the information that we receive may be slightly delayed, thus causing us to enter the cycle a little late, as compared to investment professionals.

If you intend to engage in these thematic plays, your entry point is important. If the cycle has moved up, i.e. prices are high, should you continue “chasing” after it and take the risk? Who would not be attracted to the hefty gains others have made. However, take note that you may be buying when others are selling. We must realize that when we buy while others have already gained – it is a delayed reaction – and the same level of gains will not be ours.

It is not to say that you can't follow the hot theme and join in the frenzy, but you must still exercise self control. Think rationally and do not let GREED and herd mentality blind you in your buy/sell decisions. Do not use up all your spare savings for such an investment. As investors, we all like some speculation and excitement sometimes but do it in a way which, if anything goes south, it does not impair your overall financial health.

### **Let's Wait And See**

Waiting to invest is NOT A BAD idea. Some people like to wait for certain events to be clearer before committing any money. Those who waited when the KLCI fell from the 1200 level to the 1000 level, must have been glad with their decision to wait.

However, do not wait until too long, or you will miss the boat. The problem is always when things are bad, we always assume the worse-case scenario and more often than not, this does not happen. In the 1997 crisis, when the KLCI fell below 300 level, everyone was saying it is the end of the world and that the index will drop below 100....we all know what eventually happened, don't we?

There is always some event or other happening out there that affects the markets – war, economic slowdown, political crisis. Many people make the mistake of WAITING TOO LONG for these events to clear up before starting any investment, only to see the market move substantially upward or beyond their target range. After which they probably wait for a longer time for the market to enter their range again or end up buying or selling their investments at a price they are not comfortable with.

Let me ask you this “Anyone bought any shares or unit trust funds when the Malaysian equity market was at 860 points?” At that time many would have also said “Let's wait and see”.

Well, many of us would tell ourselves that it would have been good if we had accumulated some shares at that time.

The solution here is to invest in small, regular amounts over the “low prices” range or period. Back to our first point of BUY LOW SELL HIGH. We really do not know the lowest point, but if we have had accumulated some investments at the low end of the 52-week range, there would have been some gains made when there is a rally, even when it is just a mini rally.



PACIFIC MUTUAL FUND BHD, is a leading investment management company with 14 years' of history in Malaysia. We are glad to share with you weekly our general views on financial and investment planning. Feel free to contact our writer, Gary Gan, General Manager, Business Development & Marketing of Pacific Mutual, at [gary@pacificmutual.com.my](mailto:gary@pacificmutual.com.my)



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