



# Buy--DON'T Hold: Investing with ETFs Using Relative Strength to Increase Returns with Less Risk

*Leslie N. Masonson*

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## **Buy--DON'T Hold: Investing with ETFs Using Relative Strength to Increase Returns with Less Risk**

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Buy-and-hold investors hope for the best over the long-term, but unfortunately, every three to four years, like clockwork, bear markets decimate their portfolios. In the last decade, there were two devastating bear markets that wiped out 50% of investor portfolio values, not once but twice. These huge losses resulted in millions of investors having to delay their retirement plans, postpone funding of college education for children and grandchildren, and delay life's many joys. You simply can't afford to be invested during these inevitable, large-scale declines. Now, you can use an easy-to-use investing strategy that delivers better returns with far less risk than "buy and hold." Leslie N. Masonson, stock market investor, researcher and author, helps you regain control over your portfolio using low-cost, low-risk, ETFs selected with his unique "Stock Market Dashboard" that reliably signals market bottoms and tops - and can tell you exactly when to get in and out. When it is time to invest, Masonson shows how to use Relative Strength Analysis to purchase the strongest ETF market segments with the best growth potential. He provides a specific investing approach and strategy for individuals with three different levels of risk tolerance: conservative, moderate and aggressive. Replete with examples, Buy-Don't Hold contains all the easy-to-use information you need to craft an investing strategy that meets your needs, lets you sleep at night, and reaps rewards in bull and bear markets alike.

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