

THE ALPS: SEASONS OF INVESTING



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If you're reading this Virtual Experience Guide, then you must be an adventurer deep down inside. Even if you haven't yet had the opportunity and privilege of exploring Europe, the purpose of this VEG (Virtual Experience Guide) is to awaken your passion to wander the globe and soak up the atmosphere and magic of our planet.

The past 15 years, I have been traveling extensively and have fallen in love with our planet. That has made me appreciate life more and has inspired me to attain financial independence and provide the rich plethora of content that Portfolio Wealth Global aims to deliver daily. These experiences have broadened my perspective and given me increased ability in building a well-balanced portfolio.

Seeing and absorbing new places and coming across new adventures helps you as an investor. It improves your ability to keep things in proportion, establish self-discipline, understand the long-term game, and it sharpens your skills when it comes to adapting to new sets of facts, letting go of non-relevant ones, and capturing time-sensitive situations.

In this VEG, the light will shine on an area of the world famous for its magnificent sights and breathtaking natural sceneries. It's a region with its own culture, which captivates you from the second you arrive and stays with you until your next visit (which you will surely make).

The Alps are known for some of the finest dining and exquisite skiing resorts in the winter, as well as the most picturesque villages, pristine lakes, and sunniest hiking trails in the summer. Between these two main seasons, the spring offers a charm beyond compare, as the colors of nature are simply remarkable and the air is pure.



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SIMILAR TO THE ALPS, INVESTING HAS 4 SEASONS AS WELL:

1. SUMMER:

Raging bull markets, where stock prices rise faster than the historical average and companies are valued at optimistic multiples. . **If the summer gets too hot, we refer to that time as "bubble," because the heat is unbearable and obviously can't last, but you can't predict how long it will last.**

During this season, you want to hold your core stocks, take profits on stocks that were bought because they were cheap and are now expensive, but have no lasting competitive advantage, and you want to make short-term, High-Priority Speculations, because the trend is your friend in the summer.

Remember, if you sit in the sun for too long, you will sweat and get burned. Also, remember that fall always follows summer.



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2. FALL (AUTUMN):

When buyers and sellers (the market) realize that businesses aren't truly worth what they paid for them, this season commences. This is when prices of your stocks return to normal, but weak companies really suffer in price loss. That's why you can sleep tight if you are invested in **Great Businesses** – because the season of the year doesn't affect their profits, **it simply affects what the market is willing to pay for these profits.** Oftentimes, a company makes more money in the fall than in the summer, yet the stock price is lower. **We call that opportunity.**

Most people view lower prices as detrimental, but it is important to understand one of the most fundamental truisms: lower prices mixed with rising profits are the ultimate bargain.

Since you know that fall is preceded by winter, I will share with you my fall strategy:

Research as many companies as you can and create a watch list so you can truly capitalize on the harsh winter, where 90% of investors will be hiding and you will be accumulating. Also in fall, begin to invest in half-positions, as it is important to keep in mind that sometimes the winter isn't as bad as earlier predicted, and some weather the storm easily, so their prices never become ultra-attractive. Don't miss out on any opportunity to own part of wonderful companies.



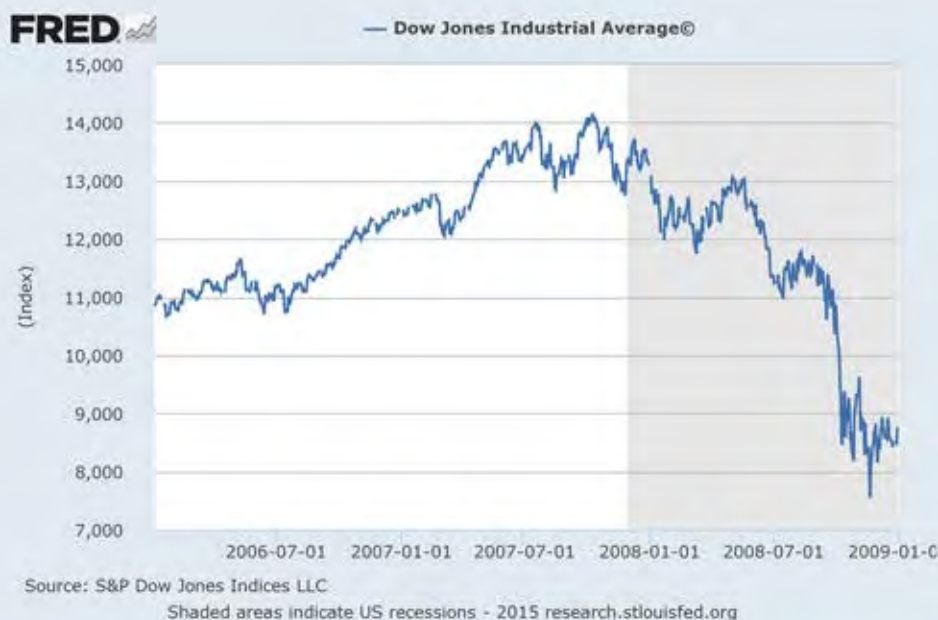
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3. WINTER:

This is when buyers and sellers have convinced themselves that the business world is on the verge of collapse, as well as that companies will begin going bankrupt in droves, that mass layoffs are just around the corner, and perhaps even escalating wars and government intervention are inevitable.

Throughout history, market winters have been short-lived, over-exaggerated, and the summer has shined brighter than ever after every winter.

If you are an eternal optimist, but also respect the seasonality of markets, you will be an astute investor.



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4. SPRING:

People always notice that "worst-case scenarios" rarely ever happen, and what occurs more often than not is that our emotions create mass panic psychology and the future looks bleak and uncertain.

Spring is the time that optimism returns, and it's a great period to add High-Priority Smart Speculations to your portfolio while they're still undervalued and hated.



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3 DAYS OF BLISS: ALPS IN THE SUMMER

There are 4 main countries that are the quintessential "Alps Experience": **France, Austria, Italy, and Switzerland.**

For summertime, my favorite places are the Swiss and Italian Alps. I want you to have a sip of tea, sit back, and enjoy this Virtual Experience Guide.

Cheese, Nature and Chocolate: Days to Cherish in the Country That Make Time Tick



We have all heard the phrase "accurate like a Swiss watch," and that's because the Swiss make the most amazing handmade timepieces. In this excursion, the itinerary is designed for maximum efficiency and utmost pleasure.

Whether you're landing in Genève or Zurich, soak in the atmosphere of the city life and enjoy some fine dining and European architecture, but plan to take your rental and head out of the brick city, as the real pleasure lies at

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This is the hub of summer excursions, in my opinion, and has everything that Switzerland has to offer.

Interlaken is situated between two lakes, hence her name, and is more expensive than the surrounding villages – and it's busier. The best thing to do is find a quiet B&B in one of those villages. It is amazingly quiet, and if you wake up early, like me, then the sunrise views are epic.

At Interlaken, all of the options are at your feet.



RELAXATION:

There are quite a few spas in the area. Usually, the best ones are either a mega-complex or located inside an exclusive hotel. In Europe, the hotels are your best choice, and there are a number of them, including a few in the must-see village: **Grindelwald.**

There are also golf courses, many hiking trails, parks, gardens, and quiet restaurants.



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SCENERY:

Interlaken's area is an amazing place to sleep at, since from here you can take a trip to the Jungfrau area -- one of the highest peaks of the Alps -- and the train ride is a once-in-a-lifetime ride.



ACTIVITIES:

The reason that this is my favorite summer Alps destination is because it's packed with amazing outdoor activities: tennis, skydiving, a rope park, trekking, paragliding, museums, arts and music, castles, and fine dining.

The atmosphere is intoxicating, and there are plenty of happy people everywhere.



Know that there's an entire world to explore out there, and know that just like the seasons of the Alps, the world of investing is more enjoyable and profitable when you are in sync with the predictable cycle of human emotions between extreme greed and extreme fear.