

Share Investing

Direct investments versus managed funds

Investing your money is an effective way to build your wealth. You can choose whether you invest directly, indirectly (through a managed fund) or a combination of both.

If you prefer to control where your money is invested you can purchase shares directly. However, it is important to conduct thorough research before investing directly as there are many factors that will influence the performance of shares.



The global financial crisis has seen the value of shares decline. In periods of market downturn, it's important to remember the fundamentals of investing; share markets are cyclical and investing (in shares particularly) is for the long term. Eventually, shares will regain their value, but in the meantime, opportunities may arise. Bridges financial planners are supported by an in-house research team who continually monitor the share market for investment opportunities and provide recommendations to planners.

A Bridges financial planner can help you determine your risk profile and recommend appropriate investments. You don't need a lot of money to invest in shares, you can start with as little as \$1,000. If you are interested in creating a share portfolio, call Bridges today and make the most of the opportunities available.

Alternatively, managed funds pool the money of multiple investors into a single investment vehicle with a common objective and strategy. Just as their name suggests, managed funds are managed by investment professionals for you. They give you an easy way to invest in one or multiple asset sectors such as shares, property, fixed interest and cash.

Financial advice is not a 'one size fits all' approach. Everyone's situation is different and it is important to work with a professional to identify which investments may be suitable for you. Bridges is one of the few financial planning groups that offers a full stockbroking service to help you with both direct and indirect investment options.