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What is an Investment Risk Profile?

Simply a process, a series of questions, which explores your attitude to various investment risks taking into account your financial goals, age, resources, investment timeframe and tolerance to risk and volatility.

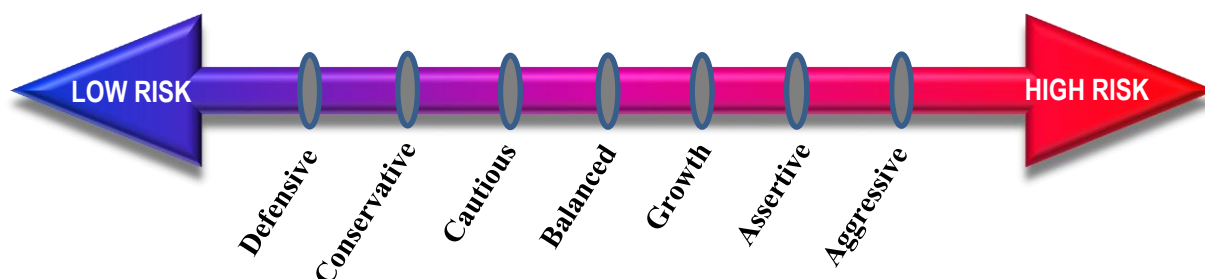
Why should I know my Risk Profile?

All investments have some kind of risk. Once you know your investment risk profile, you'll be better able to make investment choices that really suit who you are and the financial goals you want to achieve.

The Risk Reward Concept

There is an adage that *'the higher the return the greater the risk'* and as a general rule that is true. One of the most important lessons to learn with investing is to not only balance the risk within different investments but to strategize how to minimize such risk.

What best reflects your investment risk profile? Click 'Take the Quiz' on the previous page.



The Investment Risk Pyramid

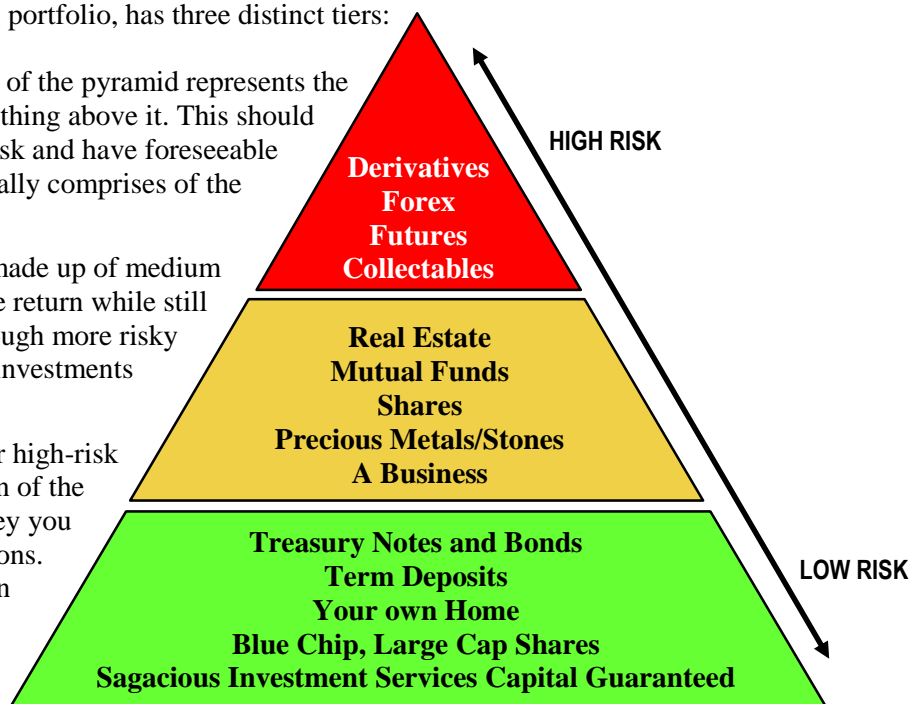
This pyramid can be thought of as an investment allocation tool that you can use to diversify your portfolio according to the risk profile of each security.

The pyramid, representing an investor's portfolio, has three distinct tiers:

Base of the Pyramid. The foundation of the pyramid represents the strongest portion, which supports everything above it. This should consist of investments that are low in risk and have foreseeable returns. It is the largest portion and usually comprises of the bulk of your long term assets.

Middle Portion. This area should be made up of medium risk investments that offer a good stable return while still allowing for capital appreciation. Although more risky than the assets creating the base, these investments should still be relatively safe.

Top Portion. Reserved specifically for high-risk investments. This is the smallest portion of the the pyramid and should consist of money you can lose without any serious repercussions. Furthermore, investments in this portion should be liquid so that you don't have to sell prematurely in instances where there are capital losses elsewhere.



Each of us feels differently about risk. But how can you get an objective assessment of your risk profile?

Click 'Take the Quiz' on previous page.