TOBI

FINANCIAL COACHING

Guiding your Financial Journey

## Basic Investment Guide

Investing means putting your money to work so it can grow over time. Depending on your goals and time horizon, there are different investment instruments available.

**Goals based on Time Horizon:**

| Time | Goals | Instrument | Risk |
|---|---|---|---|
| Short Term (0-3 years) | Emergency Fund, travel, Car | Savings, deposits, bonds | Low |
| Medium Term (3-7 years) | Home, Business, Education | Funds, ETFs, corporate bonds | Moderate |
| Long Term (7+ years) | Retirement, Wealth, Financial Freedom | Stocks, ETFs, real estate | Moderate-High |

**Main Investment Instruments:**

- Savings Account: Safe and liquid, but with limited growth rate.
- Fixed Deposits: Higher interest in exchange for locking money for a period.
- Bonds: Loans to governments or companies that generate interest.
- Stocks: Ownership in companies with high growth potential.
- ETFs and Funds: Diversified investments ideal for beginners.
- Real Estate: Properties that can generate income and appreciation.

**Basic Rules:**

1. Build an emergency fund
2. Avoid high-interest debt
3. Invest consistently
4. Diversify investments
5. Think long term

**Conclusion**

The best investment depends on your goals, time horizon, and risk tolerance. The most important thing is to start early and stay consistent.

It is well known that the best time to start investing was ten years ago, the second-best time is now!