

press release

10 March 2011

Andy Parsons, advice team manager at The Share Centre, give his words of wisdom to investors before they start to invest

“For investors, there are a number of considerations to be taken into account before actually taking the plunge and making an investment. Some are fairly obvious, whilst others may not immediately spring to mind. We would always suggest an investor writes down the answers to a few key questions:

- What is my attitude to risk?
- Why am I making this investment?
- What am I trying to achieve?
- Is it capital growth for such events as university fees, a world cruise or possibly income to help support the monthly finances?
- Can I actually afford the possibility of potentially losing some of my investment?
- Do I want to invest in companies and regions I understand?
- What are my time horizons?

“Whilst this list is not exhaustive, these are many of the questions and conundrums an investor will be faced with. However, by simply jotting down the answers, investors can ensure that their decisions match their thought processes and no irrational decisions are taken.”

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Notes to editors:

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Risk Warnings:

Investing in general, and the products and services mentioned above may not be suitable for all: if in doubt, individuals should seek independent financial advice. The value of investments and the income from them can go down as well as up and investors may not get back their original investment. Past performance is not a reliable indicator of future performance.

The bases and levels of taxation relating to ISAs, CTFs and SIPP's are subject to change and the value of these tax allowances may depend upon the circumstances of the individual.

About The Share Centre:

The Share Centre was established in 1990 to provide value-for-money share services for private investors. Its range of services includes buying and selling shares (by Internet, telephone and post) and a comprehensive share administration and safe custody service. Tax-efficient investment 'wrappers' including ISAs, CTFs and SIPP's are also available.

The Share Centre's Advice team provides comment on market sectors, individual shares and funds on www.share.com. Access is available to customers and registered users of the site. Registration is free. To understand how our Advice team arrive at their views please read our [Investment Research Policy](#)

In addition, account customers can receive individual telephone advice on UK-listed shares and on funds traded via the CoFunds trading platform.

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