



Keep Calm
& Remain
Diversified

Keep Calm and Remain Diversified is a program created by financial advisors for financial advisors and their clients. We listened to advisors' biggest challenges and aligned with them to create this educational material that visually brings together some of their best ideas.

RESULTS:

- EXPANDED REACH BY 14% IN 2020
- DELIVERED 735 SALES LEADS OVER 3 MONTHS

Email Marketing

Social Media


AMG

Keep Calm and Remain Diversified
Let's talk about March 2020

This time last year, US equities experienced the fastest bear market in history. Just a few short weeks later, the market rebounded and eventually ended the year reaching all-time highs. The lesson of 2020 is clear, stay invested and remain diversified.

AMG's 7th edition of the Keep Calm and Remain Diversified booklet was created as a resource for advisors to help clients understand market cycles.

- Guide through market cycles using impactful client-centric visuals
- Coach clients to tune out the short-term noise and emphasize the merits of staying invested
- Highlight the advantages of diversification and risk management




DOWNLOAD THE BOOKLET

Interactive Digital Version Available at:

KeepCalmandRemainDiversified.com

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Intra-year equity market volatility as demonstrated by the S&P 500 Index was dramatic in 2020 - but much less dramatic from a diversified portfolio. ...see more



Defining Volatility for Clients
amgfunds.com • 2 min read

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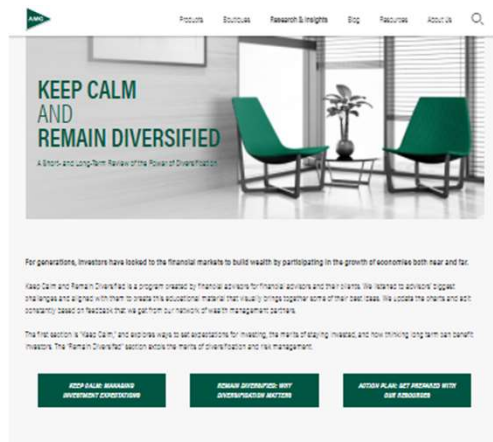
Our popular client volatility guide is updated through Q2 and available for print order and digital download here.



Keep Calm and Remain Diversified
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Web Design

Content



Keep Calm: Managing Investment Expectations

