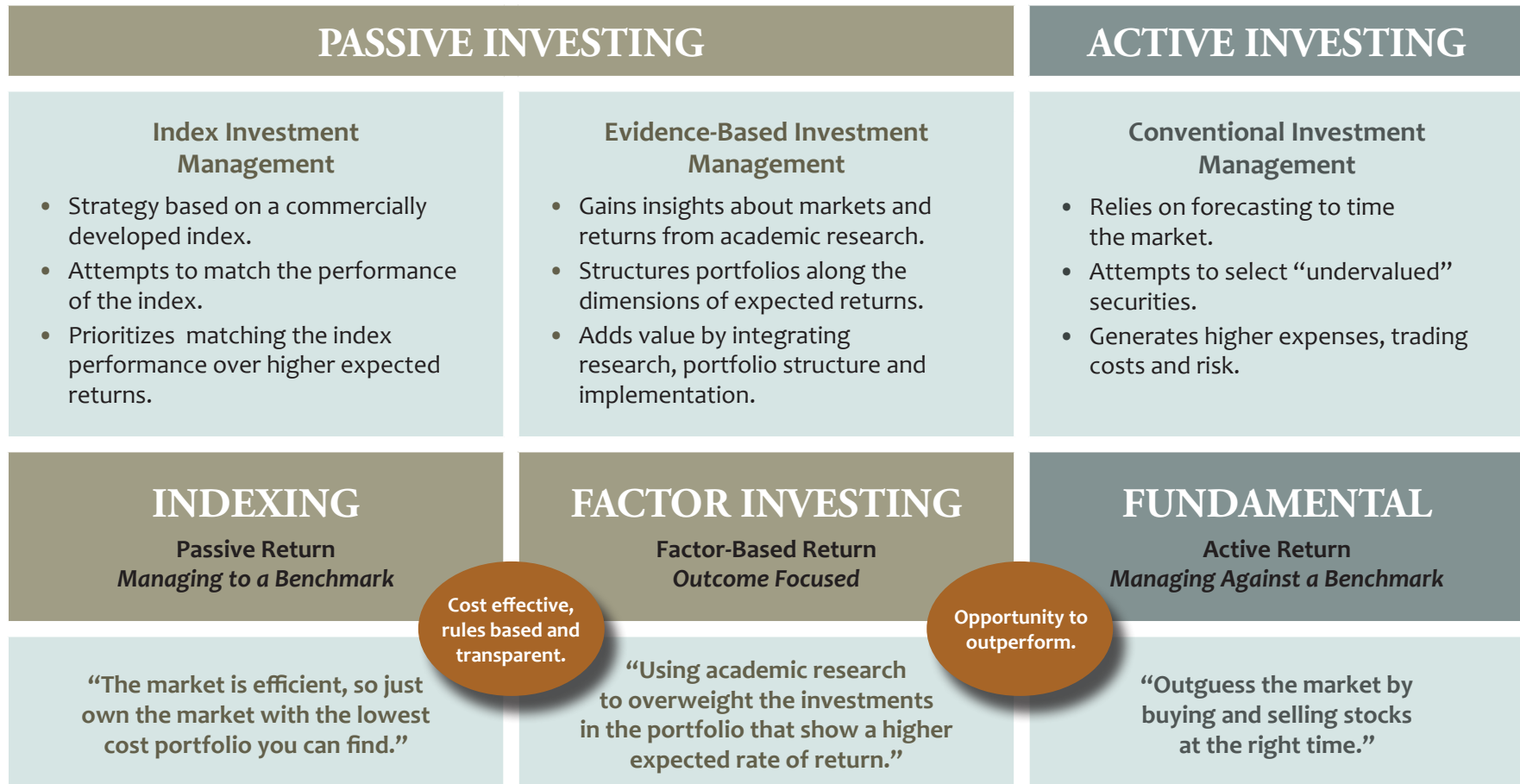


# Three Investment Approaches

INVESTMENT STRATEGY

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INVESTMENT CONSULTANTS



**Passive investing** is an investment strategy that aims to maximize returns over the long run by keeping the amount of buying and selling to a minimum. The idea is to avoid the fees and the drag on performance that potentially occur from frequent trading.

**Active investing** refers to an investment strategy that involves ongoing buying and selling actions by the investor. Active investors purchase investments and continuously monitor their activity to exploit profitable conditions.

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