

ECONOMIC YEARBOOK 2018 p. 34

Celebrating
60
YEARS

Florida Trend

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SPECIAL REPORT
Sports Business

Wrestlin' the Future

- ▶ The WWE focuses on international wrestlers like Shadia Bseiso, a Jordanian. p. 22
- ▶ Meanwhile, NASCAR retools to attract Millennials. p. 28

Plus: Wealth management —
Investing in a volatile market p. 12

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Chris Conner

Managing Director /

North Florida Wealth Advisors

Gainesville



Chris Conner's telephone has been ringing. His clients want to know whether to invest in bitcoin. "I tell them it's a bubble and I

believe it will and badly." Instead, Conner embraces a long-term, goal-oriented investment strategy. He prefers large-cap, dividend-paying stocks with good management teams. This year, those stocks are in industries that include building materials and engineering. He has started looking at investments overseas, particularly emerging markets. "We think that's where there will be growth." Conner says he is scouting for emerging markets funds that might have an up-and-coming airline in Latin America or an upstart business in Turkey. His approach is buying a basket of those

stocks selected purposefully by fund managers. Some could be dividend-paying stocks.

Conner also invests in technology and biotechnology stocks through funds in which he trusts the manager. "It is not my job to guess which stocks will do well. I leave to professionals to buy a basket of them. If one goes down, it is still OK. I have to be defensive when I'm dealing with clients or near retirement."

Conner says he also includes cash in the portfolios he manages, and in 2018, he only will purchase bonds as a package that includes some "good quality" corporate bonds. Like most money managers, Conner noted the possibility that geopolitical actions could affect the U.S. economy, which is why his clients have individual goals and are saving and investing toward them. "They are not caught up in the day to day."

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