

The Great Blondin - Finding a Balance

The Great Blondin was arguably the greatest tightrope walker of all time, so he knew something about balance. Born in 1824 in France, he was sent, at the age of five, to the École de Gymnase at Lyon and, after six months training as an acrobat, made his first public appearance as "The Boy Wonder". His superior skill and grace, as well as the originality of the settings of his acts, made him a popular favourite. His stature as the greatest of all time came from his daring walks over Niagra Falls.

At Principal and Prosper we believe that balance is all important too, particularly when it comes to investment philosophy, and like Blondin you need an optimistic yet realistic outlook.

Why, well if you are overly pessimistic your mind set is to focus on the potential downside, be concerned about the potential for loss and then create an overly risk averse portfolio.

If you are overly optimistic then the danger is to ignore the downside and focus only the positive creating an overly speculative portfolio.

So optimism and realism is the order of the day when it comes to investing, getting the balance right between investment opportunity and risk. That's why at Principal and Prosper, we embrace opportunity however we are cognisant of the risks involved and seek to deliver strong risk adjusted returns over the long term, to meet client objectives.

For further information or to obtain a copy of the Principal and Prosper proposition overview, please contact us on 0141 248 4887 or visit www.principalandprosper.co.uk

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