

## **5 Reasons Why you Need an Asset Management Strategy**

According to Forbes, asset management is the service of managing an investor's funds through identifying their financial goals then working to accomplish them via portfolio management. An asset management strategy therefore is a plan that defines how to manage an investor's investment portfolio. Asset management professionals essentially manage fund structures and asset allocation on behalf of investors to deliver better returns. It is important to have an asset management strategy to help you manage your financial assets and to enable you to meet your personal and financial goals.

Here are five reasons why you should have an asset management strategy:

### ***To track the performance of different assets***

It can be difficult to track multiple assets without a plan. However, you can simplify this by having a strategy in place. This will enable you to easily classify your assets and track growth. You will also be able to see the challenges facing the different assets and plan for them.

### ***To effectively manage financial risks across your portfolio***

Identifying and managing risks is a key factor to successful asset management. The investment landscape across the globe is very uncertain. Amidst these uncertainties, it is recommended that investors make their assets work for them by committing them to the hands of fund managers, such as Orient Asset Managers who can utilize working strategies to help maximize the capital amidst the broad uncertainty in the market. Having a strategy before making investment decisions will guide you on the risks you may encounter.

### ***To diversify your investment portfolio***

Diversification is the process of spreading your investment vehicles in a move to spread your risk and accommodate the volatility that comes with investments. An asset management strategy, helps you plan out different investment vehicles that align with your goals and minimize your risks of loss. At Orient Asset Managers we help guide you on the different investment vehicles to consider given the market factor like inflation.

***To meet your personal and financial goals***

At the beginning of the year most people set goals they wish to achieve at the end of the year. This is the same for an asset management strategy where you set goals you wish to achieve. The strategy lays out a plan to help you meet your personal and financial goals across a set period of time.

***To increase the probability of high returns***

You can be able to determine the right time to invest by timing market movements and taking advantage of prevailing market conditions. You will be able to lay out the possible times to invest across your portfolio. This will enable you to ensure a high probability of getting positive returns in a cost-efficient manner.

It is important to customize your asset management strategy to your assets and the goals you wish to achieve. You can do this by working with an asset manager or a financial advisor. Orient Asset Managers Limited specializes in a broad range of asset classes and has qualified asset managers to help you in your wealth creation. For more information visit, <https://www.orientasset.co.ke/>