



How to Find Great Stocks in a Market Selloff

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On National Women's Day, Sandy Chaikin, co-founder of Chaikin Analytics, discusses how affluent female investors can engage with, and gain control of, their own investment strategies.

Investors have become rattled by the recent volatility in the equity markets, which have produced wild swings in the major indices. This is the time to keep calm and not let your emotions take over, which is especially true for women because we tend to take less risk than men. A volatile stock market can make us want to exit for safety.

It's crucial to have a reliable strategy and a methodology that eliminates emotion in investing. A recent [Fidelity](#) study revealed that 72% of women do not feel confident in making financial decisions. I was in this category myself. Before I started investing in stocks on my own in 2012, I engaged a money manager. Because I didn't have the confidence to overrule his advice to weather the storm, I lost 40% in the 2008 financial crisis. This was a wake-up call that I had to take control of my financial future.

I gained confidence using [Chaikin Analytics](#), a stock research and analysis platform founded in 2009 by myself and my husband, Marc Chaikin, to identify winning stocks. As I gained confidence, I realized I could make better returns investing in stocks myself! Today, my portfolio consistently beats the S&P 500 and most money managers. If I can do it, so can other women! By using a proven methodology that's simple to follow, women can become confident in their investment choices and not trade on emotion.

Women must take charge of their financial future since they are fast becoming the biggest holders of wealth in the US. According to [Pew Research](#), 40% of women out earn their spouses, and 9 in 10 are expected to

be the sole financial decision maker for their household at some point, given that women are staying single for longer and outliving their partners.

I have now built a successful portfolio that continues to outperform the S&P 500 and most money managers. I bought the two best-performing stocks of 2014, SWKS and LUV – both rose 125% that year and I continue to find winners like AMWD and ATVI, both of which rose 94% in 2015.

Marc, a 40-year-veteran of financial markets, created the Power Gauge rating, which indicates a stock's potential to out or underperform the market 3-6 months out, using the same 20 factors professionals on Wall Street use every day when they evaluate a stock.

The rating distills complex information into a simple rating: green for bullish and red for bearish, analyzing massive amounts of financial data in seconds. Whether you're a novice or a sophisticated veteran or a money manager – you can have access to complex data in an easy-to-use form with our technology.

I depend on the ratings to guide me, and only invest in stocks with a bullish rating. If a stock has a neutral or bearish rating, I don't consider it.

After all, if you're going to invest in stocks, you want to *outperform* the market; and the S&P 500 is the most common barometer to use. If you just want average returns, you should just go with a S&P 500 Index fund, which on average returns 7% per year. If you want returns that *exceed* the S&P, then you're better off investing in a diversified portfolio of 8-10 individual stocks, which is what I do.

Knowledge in how to invest in stocks will help women, as they continue to close the wage gap, build the confidence to make money in the market, and gain financial peace of mind. I'm living proof that you don't have to be a financial expert to pick winning stocks.