



Buy--DON'T Hold: Investing with ETFs Using Relative Strength to Increase Returns with Less Risk

By Leslie N. Masonson

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Buy-and-hold investors hope for the best over the long-term, but unfortunately, every three to four years, like clockwork, bear markets decimate their portfolios. In the last decade, there were two devastating bear markets that wiped out 50% of investor portfolio values, not once but twice. These huge losses resulted in millions of investors having to delay their retirement plans, postpone funding of college education for children and grandchildren, and delay life's many joys. You simply can't afford to be invested during these inevitable, large-scale declines. Now, you can use an easy-to-use investing strategy that delivers better returns with far less risk than "buy and hold." Leslie N. Masonson, stock market investor, researcher and author, helps you regain control over your portfolio using low-cost, low-risk, ETFs selected with his unique "Stock Market Dashboard" that reliably signals market bottoms and tops - and can tell you exactly when to get in and out. When it is time to invest, Masonson shows how to use Relative Strength Analysis to purchase the strongest ETF market segments with the best growth potential. He provides a specific investing approach and strategy for individuals with three different levels of risk tolerance: conservative, moderate and aggressive. Replete with examples, Buy-Don't Hold contains all the easy-to-use information you need to craft an investing strategy that meets your needs, lets you sleep at night, and reaps rewards in bull and bear markets alike.

Stock Trader's Almanac 2011 Top Investment Book



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Buy-and-hold investors hope for the best over the long-term, but unfortunately, every three to four years, like clockwork, bear markets decimate their portfolios. In the last decade, there were two devastating bear markets that wiped out 50% of investor portfolio values, not once but twice. These huge losses resulted in millions of investors having to delay their retirement plans, postpone funding of college education for children and grandchildren, and delay life's many joys. You simply can't afford to be invested during these inevitable, large-scale declines. Now, you can use an easy-to-use investing strategy that delivers better returns with far less risk than "buy and hold." Leslie N. Masonson, stock market investor, researcher and author, helps you regain control over your portfolio using low-cost, low-risk, ETFs selected with his unique "Stock Market Dashboard" that reliably signals market bottoms and tops - and can tell you exactly when to get in and out. When it is time to invest, Masonson shows how to use Relative Strength Analysis to purchase the strongest ETF market segments with the best growth potential. He provides a specific investing approach and strategy for individuals with three different levels of risk tolerance: conservative, moderate and aggressive. Replete with examples, Buy-Don't Hold contains all the easy-to-use information you need to craft an investing strategy that meets your needs, lets you sleep at night, and reaps rewards in bull and bear markets alike.

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Editorial Review

From the Back Cover

“Masonson is a master Almanac Investor. In *Buy—DON'T Hold*, he shows investors and traders how to buy and sell the right ETFs at the right time with proven strategies, technical tools, and indicators.” --**Jeffrey A. Hirsch**, Editor-in-Chief, *Stock Trader's Almanac*

“Masonson not only shows you when to be in and out of the market, but also which ETFs to buy and when to sell them. This is a complete investing program that all investors can benefit from. I expect the vast majority of readers will agree with me that this book is a ‘Strong Buy.’” --**Price Headley**, CFA, CMT, Founder of BigTrends.com

“The author provides investors with a step-by-step investing plan that focuses heavily on protecting principal, while at the same time offering a systematic approach that will help investors meet their goals and stay on the right side of the market. *Buy—DON'T Hold* offers an effective strategy that can make a huge difference in an investor’s bottom line.” --**Paul Merriman**, Founder of Merriman, a Seattle-based investment advisory firm; Editor of Fundadvice.com and the *Sound Investing* podcast

“Masonson is a highly regarded stock market researcher who provides investors with his discerning perspective on an ETF investing strategy using relative strength. In this succinct and sharply focused book, Masonson develops a logical and easy-to-use strategy with all the necessary steps to maximize returns while ably managing risk.” --**Nelson Freeburg**, Editor of *Formula Research*, a financial newsletter that develops systematic investment models for stocks and bonds

“My 40 years of experience has convinced me that relative strength is one of the very best methods of managing portfolios. Exhaustive research shows that investments that have demonstrated the highest price strength over a significant past period are likely to outperform the market going forward. Buy only the strongest investments and hold these as long as they stay strong. Masonson’s easy-to-read book shows you a workable way to execute this winning method.” --**Robert W. Colby**, CMT, Chairman of Robert W. Colby Asset Management, Inc.; author of *The Encyclopedia of Technical Market Indicators, Second Edition*

Why Buy-and-Hold Doesn't Work Anymore--and What to Do Instead!

Every few years, like clockwork, devastating bear markets decimate buy-and-hold portfolios. In the last decade, they’ve wiped out 50% of investor portfolio values...not once, but *twice*. Millions of investors have been forced to delay retirement, postpone funding college education for their children and grandchildren, and defer life’s many joys. *You can’t afford to be invested during these inevitable, massive declines--and you don’t have to be.*

In *Buy--DON'T Hold* , financial consultant Leslie N. Masonson introduces an easy-to-use investing strategy that delivers better returns with less risk than buy-and-hold.

Masonson shows you how to regain control over your portfolios using low-cost, diverse ETFs selected with his unique Stock Market Dashboard. You’ll learn how to reliably identify market bottoms and tops, so you know exactly when to get in and out. When it’s time to buy, Masonson helps you choose the most suitable ETF market segments with the maximum profit opportunity. He spells out exactly when you need to sell, as well, to protect your hard-earned cash.

Whether you're a conservative, moderate, or aggressive investor, Masonson presents specific investing approaches customized for you--so you can meet your goals in bull and bear markets alike.

- **Discover the powerful and accurate Stock Market Dashboard**

Eight “go/no-go” indicators that identify major market shifts in time to act

- **The many advantages of investing in a select group of ETFs**

...and how to make them work even better for you

- **Choosing the right sectors at the right time**

Mastering the powerful relative strength analysis technique

- **Putting it all together**

Your personal investing plan: a six-step roadmap for success

- **How to avoid market downturns that will demolish your hard-earned gains, again and again**

- **How to use ETFs with momentum to improve your returns with reduced risk in any market conditions**

- **How to determine whether you are a conservative, moderate, or aggressive investor**

About the Author

Leslie N. Masonson, MBA, CCM, is President of Cash Management Resources, a financial consulting firm that he founded in 1987. Masonson's 40-year working career has spanned financial advisory services, trading, investing, banking operations, management, teaching, and cash/treasury management consulting. From 2004 through 2009 he was also a Financial Advisor offering investment management services to retail clients. Earlier in his career, he worked at the large banks for a total of 17 years as a Vice President at Citibank, an Assistant Vice President at Bank of America, and an Assistant Secretary at Irving Trust Company.

He has written more than 50 articles, including interviews with traders, as well as product and book reviews for numerous financial publications, including *Technical Analysis of Stocks & Commodities*, *Active Trader*, and *Futures* magazine. He has lectured on investing on Crystal Cruises, Celebrity Cruise Line, and Norwegian Cruise Line. In November 2003, he was a speaker at the Intershow Online Investor's Expo, where he spoke on "Successfully Trading Stocks for a Living."

Masonson has been studying the stock market for more than 50 years. He has invested in mutual funds, stocks, options, futures, and commodities. Masonson has read more than 500 books on investing and trading, and he is proficient in technical analysis. He has used many investing and trading software programs over the years, including Telescan, OmniTrader, DTN, TradeStation, ULTRA, VectorVest, and High Growth Stock Investing, as well as many charting, investing, and trading sites on the Internet.

He has been interviewed on business radio stations, as well on cable TV on the Financial News Network and CNBC. He has been interviewed by *The Wall Street Journal*, *USA Today*, *Institutional Investor*, *Bottom Line/Business, Inc.*, *Las Vegas Review-Journal*, and *Advertising Age*. He has previously authored the following books: *All About Market Timing: The Easy Way to Get Started*, (McGraw-Hill, November 2003), *Day Trading On The Edge: A Look-Before-You-Leap Guide to Extreme Investing*, (AMACOM, 2000), *Cash Cash Cash: The Three Principles of Business Survival and Success*, (HarperBusiness, 1990), *Corporate Cash Management: Techniques and Analysis*, (Dow-Jones Irwin, 1985. Coedited with Frank Fabozzi), and the *Corporate Treasury Management Manual* (A.S. Pratt & Sons, 1998. Editor and Contributor).

Masonson, a permanently Certified Cash Manager (CCM), was elected to the American Management Association's "Wall of Fame" in 1989 for his contributions to teaching financial management principles to 2,600 financial managers since 1978. In addition, he has prepared and delivered training and seminars on cash management to participants at the Center for Professional Education, Treasury Management Association, Institute of Management Accountants, AICPA, Financial Executives Institute, and Healthcare Financial Management Association.

He has authored more than 50 articles on corporate cash management in the following publications: *Management Review, Boardroom Reports, Management Accounting, The Financial Manager, Chief Financial Officer USA 1988, Business Credit, Small Business Report, Financial Executive, Healthcare Financial Management, Investment Decisions, Pensions & Investment Age, Corporate Accounting, and Corporate Finance.*

Masonson received a BBA in Finance and Investments from The City College of New York and an MBA in Operations Research from Bernard M. Baruch College. His master's thesis title was "Statistical Evaluation of the Relative Strength Concept of Common Stock Selection."

Users Review

From reader reviews:

Thomas Stewart:

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Richard Manning:

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