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## " A Myth? Time in the Market is More Important than Timing?"

By Jim Berg and John Atkinson

**Q:** " AMP dropped over 20% in one day in October and has lost over 50% since March. I'm a complete novice to this and wondering where would Jim's system have shown me to exit?"



AMP Daily chart: Dec 2017 to Nov 2018

**A:** The first chart above is a *daily* chart of **AMP** since December 2017. It includes:

- 1) A fall of **-26.5%** between the closes of 25<sup>th</sup> and 26<sup>th</sup> October 2018
- 2) An overall fall of **-58.3%** between the 9<sup>th</sup> March High to the Low of 26<sup>th</sup> October 2018.

Stepping back for the big picture shown below, by Jim's definitions, AMP has been in a **falling trend for over 3 years** - since the **red arrow** on **28-8-2015**, until today....



AMP weekly chart 2014 to 2018

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The third and final chart below also dates back to 2015. In particular, using Jim's Rules for *daily charts*, as taught in our weekly '[Investing & Online Trading](#)' Report\*:

- The last time AMP gave a **JB 'Alert'** Signal in a **rising trend** was *almost 3.5 years ago*, on 29<sup>th</sup> June 2015\*
- A confirmed **JB Blue Bar Volatility Entry Signal** was triggered 2 days later, on 1<sup>st</sup> July 2015\*
- Jim's recommended maximum entry price\* was met the next day, 2<sup>nd</sup> July 2015, at **\$6.20\***.
- ✓ To protect open profits, on 24<sup>th</sup> July 2015, the share price warranted the Stop Loss to be increased to Jim's '*Adjusted Stop*'\* Then, just 3 trading days later, on 29<sup>th</sup> July 2015, AMP rallied further and warranted the Stop to be ratcheted higher - to Jim's daily **Trailing Stop**. Subsequently, it was progressively raised again as the share price climbed higher.



AMP Daily chart: June to Sept. 2015

Using Jim's '*Weight-of-Evidence*' approach and JB Volatility Indicators, on 10<sup>th</sup> August 2015, AMP triggered an Exit Signal for the following day, at **\$6.45**, with a notional profit of **+4.0%**.

AMP subsequently switched from a **rising trend** to a **falling trend**, just 2 weeks after this Exit date (see above).

As an update, as at Friday 24<sup>th</sup> November 2018, AMP closed at **\$2.46**. This means:

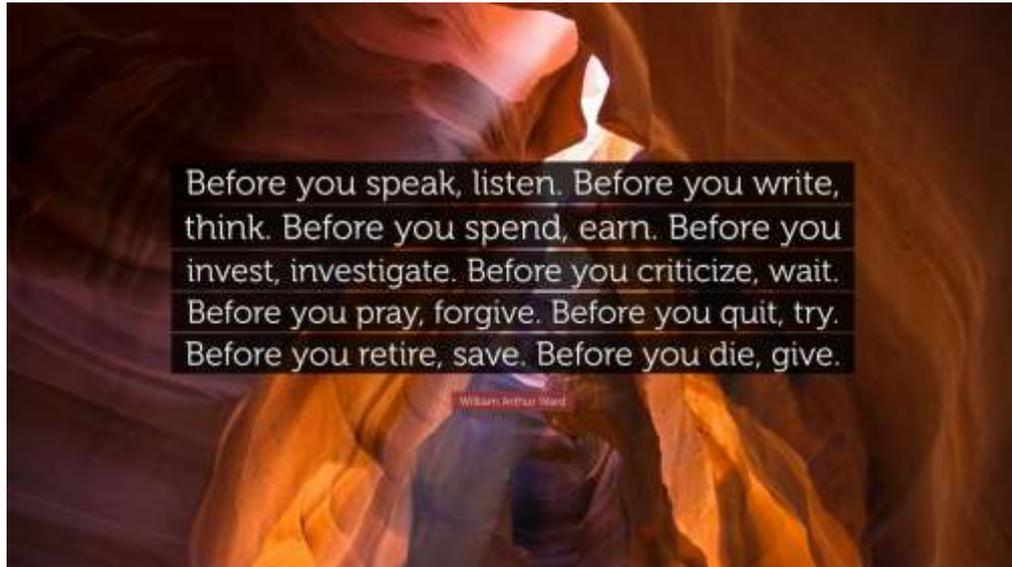
- A) If a hypothetical '*Buy and Hold*' Investor had held on to AMP over almost 3.5 years since Entry, then their '*open*' loss (excl. transaction fees & dividends) would now be **-60.3%**.
- B) By comparison, a disciplined Trader using Jim's '*Weight-of-Evidence*' approach and his JB Volatility Indicators\*, was able to exit at **\$6.45** for a **+4.0%** profit (see above) on **11<sup>th</sup> August 2015**.
- C) Since this Exit in August 2015, AMP has fallen **-61.9%**.

This comparison serves as yet another example that the '*advice*' given by many advisors; '*Time in the Market is More Important than Timing*' - is a **MYTH**.

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Full details of all of Jim Berg's Investing & Trading Rules are presented to [Report Members](#)

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