



For the last couple of years, we have warned of an exogenous event which would cause a "cascade effect" through the markets and economy. [To wit:](#)

*"While that laundry list of worries is long, none of them are going to be the 'one' which gets the market. **It is the combination of these issues which provide the 'fuel' to amplify the impact of an unexpected, exogenous event, which ignites selling in the markets.** Since it is ALWAYS and unexpected event which causes sharp declines in asset prices, this is why advisors typically tell their clients '**since you can?t predict it, all you can do is just ride it out.**' This is not only lazy, but ultimately leads to the unnecessary destruction of capital and the investors time horizon."*

That exogenous, unexpected event, was the "coronavirus." Not unsurprisingly, the media is once again claiming "no one could have seen it coming." However, this why we prepare for these events before they happen. Reacting to events is rarely a successful strategy. **So, what's next?** For that, we turn to the experts in a series of videos to discuss the risks, and opportunities, which lay ahead of us.

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