



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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