

# Future top of mind with a nod to history

A long-term view, with diverse opportunities among the largest 700 companies in the world may be the key to solid returns.

If Malcolm Palmer could take himself back to 1872 and watch his great-grandfather at work establishing the family business, he'd witness the cornerstones of an approach to investment that has stood the test of time.

In Joseph Palmer he pictures a man with a similar vision – that of a custodian playing a long game. A man with foresight and patience leading a company which across 147 years and four generations has forged the experience and levels of trust which Joseph Palmer & Sons wears as its motif.

“My great-grandfather created lessons in how you survive in a volatile industry and how you structure the advice and investments you give to both allow your clients to survive and the business to survive,” says Malcolm Palmer.

“People come to us because of trust, the number one attribute of our organisation, a belief that we will do what we say we will do. We will buy and invest in large companies only and we'll do so cautiously and with proper analysis and rigour.

“Yes, share prices go up and down, but there won't be any surprises in terms of the stocks that are acquired or disposed of. And there won't be any great volatility as a consequence of that.”

Central to the Palmer offering is their Global Leaders Portfolio, established to

provide diversity through investment in international stocks; a diversity the Australian market can't match given about 10 corporations account for more than half the value of the ASX 200 benchmark.

Eschewing “quick-fix” stocks in favour of overseas constituents that are essentially the largest 700 companies in the world, the Global Leaders Portfolio complements the biggest and best of local shares to build a suite of offerings Mr Palmer regards as mandatory for Australian investors.

“Our clients have a long-term, 20-30 year investment mandate and they want to invest in good companies,” he says. “The deeper we delve into the stuff that seems exciting on the day, the more likely we are to be damaged.

“It's a good list, a diversified portfolio to get involved in industrial, health care, technology and services around the world. People should have exposure to the euro, to European health care, technology,



Malcolm Palmer (pictured, left), leads Joseph Palmer & Sons.

infrastructure, the Japanese yen – it's all diversification.”

As an investment analyst Mr Palmer regularly gives presentations around the country with a theme of taking a long-term view; that having foresight, analysing cycles, not overinvesting and being sensible about your risk profile are vital attributes.

The structure of the business echoes a calculated conservatism with an eye to getting the best outcome.

Many staff boast decades of experience with Joseph Palmer & Sons, staying the course while playing their part in the story of a family business that has done justice to its founder's vision.

“Typically, firms like ours don't survive recessions. The great legacy is we've somehow found a way to do so. When I speak to

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Malcolm Palmer

clients I often say, as an organisation we've learnt through history all the things not to do.”

The advice in this article is general in nature and readers should seek their own professional advice before making any financial decisions.

## 98% of the world's stock market opportunities are outside Australia\*...

**... so doesn't it make sense to invest some of your wealth in international markets?**

The people at Joseph Palmer & Sons make it easy for you with their unique **'Global Leaders' Portfolio**

For more information and the Product Disclosure Statement contact them now:

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**Investing with Safe Hands since 1872**

\* Source World Bank GDP stats 2017

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