



## WHAT STOCKS TO INVEST IN DURING \_\_\_\_\_?

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That's right—the blank is intentional. It's a nod to one of the most common headline tactics in investing commentary today: link your investment advice to the latest macro worry and voilà—instant clicks.

Let's try a recent one:

### ***What Stocks to Invest in During the Trade War?***

Well, here's what we'd look for:

1. **Pricing Power & High Margins** - So the company can absorb rising costs and protect profitability.
2. **Long-Term-Focused, Honest Management** - Leaders who adapt quickly and make sound decisions—because some things are simply beyond control.
3. **Market Leadership** – Companies strong enough to gain market share when weaker competitors falter.
4. **A Strong, Conservative Balance Sheet** – To not just survive tough markets, but use them as an opportunity—like buying back stock at a discount.

In short: we look for **high-quality companies**.

Actually, these are the same types of companies we'd invest in no matter what you put in the blank:

- What stocks to invest in during a recession?
- What stocks to invest in during high inflation?
- What stocks to invest in during the Great Resignation?

The truth is, macro events are unpredictable—just like the stock market in the short term. But the good news? **We don't need to predict them.**

Instead, we stay laser-focused on high-quality businesses—those with staying power and resilience—so that your portfolio is built to thrive through cycles, not react to headlines.

***Curious what “high-quality companies” look like in your portfolio?***

Tune in to our **June 5th Portfolio Update** webinar: [Get your link here.](#)

Or **book a meeting** here: [To learn more.](#)

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## PORTFOLIO UPDATE

with Hillside Wealth Management

THURSDAY, JUNE 5, 2025  
Online Presentation 6:30 - 7:30 pm PT

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