# Portfolio management

## Rate of return

Text

Description automatically generated

Diagram, schematic

Description automatically generated

## Step

A picture containing text, blackboard

Description automatically generated

## Risk

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Description automatically generated

Text

Description automatically generated

Diagram

Description automatically generated

A picture containing map

Description automatically generated

A picture containing text, blackboard

Description automatically generated

A picture containing text, blackboard

Description automatically generated

A picture containing text, blackboard

Description automatically generated

Text

Description automatically generated

A blackboard with white writing

Description automatically generated with low confidence

Text

Description automatically generated

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Investor | Risk tolerance | Investment horizon | Liquidity needs | Income needs |
| Individuals | Depends on individual | Depends on individual | Depends on individual | Depends on individual |
| Banks | low | short | high | Pay interest |
| Endowments | high | long | low | Spending level |
| Insurance | low | Long – Life  Short – P&C | high | Low |
| Mutual funds | Depends on funds | Depends on fund | High | Depends on funds |
| DB pensions | High | long | low | Depends on age |

A picture containing diagram

Description automatically generated