



PRESS RELEASE - For Immediate Release

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HOW VALUE AVERAGING ADDS VALUE

Achieving Investment Goals in Tough Economic Times

VA Investment Software would like to announce the release of a study on the **Value Averaging** investment strategy entitled “*How Value Averaging Adds Value – Achieving Investment Goals in Tough Economic Times*”.

Based on the research and investment strategy developed by former Harvard university professor Michael Edleson, VA Investment Software conducted a study with regards to how investors would have done had they used the value averaging strategy to save for their investment goals. In order to conduct the study VA *Investment Software* created a powerful web-based software system that allowed it to back test the value averaging investment method, over any time frame, using historical data for any North American Stock, ETF or US based mutual fund. The program also compares the results of Value Averaging against Dollar Cost Averaging.

The results of the study has revealed that if investors were using the value averaging strategy over a 5 to 10 year time frame, there is a high probability that they would have achieved their savings or retirement goals while outperforming the market indexes. This would have been possible even with the high volatility and declining stock markets in the last 5 years.

Bruce Ramsey, co-founder and creator of the system says that “*With all of the stock market volatility that investors have experienced in the last 5 years and the fact that many investors are just getting to breakeven on their investment portfolios, the Value Averaging strategy has been demonstrated to work extremely well. The key to making it work is in sticking to the strategy regardless of market volatility and direction*”.

A free copy of the study can be downloaded at: www.vainvestmentsoftware.com

The Value Averaging software technology is also available for licensing to brokerage firms and mutual fund companies who would like to offer a Value Averaging Investment Program to their clients.

For more information contact Bruce Ramsey at: sales@vainvestmentsoftware.com or at 905-901-3063

About VA Investment Software

VA Investment Software develops web-based applications for the financial services industry. Bruce Ramsey, principal, has over 20 years experience in developing software ranging from financial planning, stock and mutual fund databases and portfolio management systems.