Tony Seruga Suggests Investing In Things People Cannot Live Without During Market Instability

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Prospector Capital Partners, based in Manhattan, NY, has released new information on what people should invest in. This information comes as there is a sharp market downturn, and there is a degree of financial instability because of market crashes in China. Tony Seruga, one of the managing directors of Prospector Capital Partners, recommends that investors look specifically for the things that people cannot live without.

"During a sharp market downturn like we've been experiencing lately, consumers slash spending on goods and services to allocate their dwindling funds to basic needs and staple goods," says Tony Seruga. "This is bad news for companies engaged in travel services, housing, consumer electronics, automotive, leisure, and retail products. But it's good news for companies making products and services people cannot live without."

For professionals like Tony Seruga, this is a common sense idea. At the same time, it seems that investors continue to focus on fleeting investments like LinkedIn and Facebook. Seruga feels that these strategies will not help investors in the long term. If there is a complete market fallout, they may even lose it all.

"When America experiences this worst-case scenario my partners and I are predicting people won't stop

needing four things," adds Tony Seruga. "They won't stop needing food and water. They won't stop using energy. They won't stop requiring medical supplies. They won't stop using essential goods and services. This is where folks should be looking now for investments."

Prospector Capital Partners recommends that people focus on one of those four categories. They should then look to invest in companies whose resources will be disproportionately allocated to the maintenance and sustainable performance of these sectors. What they should look for specifically is that this allocation will continue, even at the height of a crisis.

The best firms within these categories are large multinational companies. These pay reliable and continuous streams of revenue in dividends. They also provide global exposure to growing demand in each of these four core categories. Investing in these four sectors remains vital to the sustainability of the human race and to the sustainability of an investor's portfolio and life savings.

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