



ECFH Financially Speaking

East Caribbean Financial Holding Company Limited

This week we continue with our focus on investment related terms as we encourage you to increase your knowledge on investment and savings and avail yourself of the investment opportunities that exist. This week's term is: **marketability**

Marketability is the ease with which a security (stocks, bonds, etc.) can be bought or sold in the secondary market. **Marketability** tends to affect the value of a security in that if a security has high marketability then the value of that security increases significantly.

What does this mean for you?

It is very important when you invest in securities that you ensure that these securities can be readily converted to cash if you so desire. As an investor, you may not be aware of the **marketability** of a particular security but you should ensure that your fund manager or investment advisor explains the level of **marketability** of your investment. For more information on available investment opportunities, feel free to call Bank of Saint Lucia's Wealth & Asset Management Division (WAM) at 456-6104 or ECFH Global Investment Solutions @457-7233.